JANUARY · 1957

Electrical Merchandising

STATISTICAL AND MARKETING ISSUE

1957

Market Studies

A complete record of the industry: What and how many of appliances and radio-TV were sold, who sold them, when they sold, where they went, how many people own them, how well they'll do this year.

A McGRAW-HILL PUBLICATION · ONE DOLLAR AND FIFTY CENTS

Apex Wash-A-Matic Clothes Washers with Fibre-Glass Spiral Tub Agitator

Apex Automatic Washers with exclusive Spiral Dasher

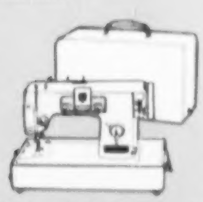
Apex Automatic Clothes Dryers

Apex Spiral Dasher Wringer Washers

Apex Foldaway Spiral Dasher Wringer Washer

Apex Home Cleaners

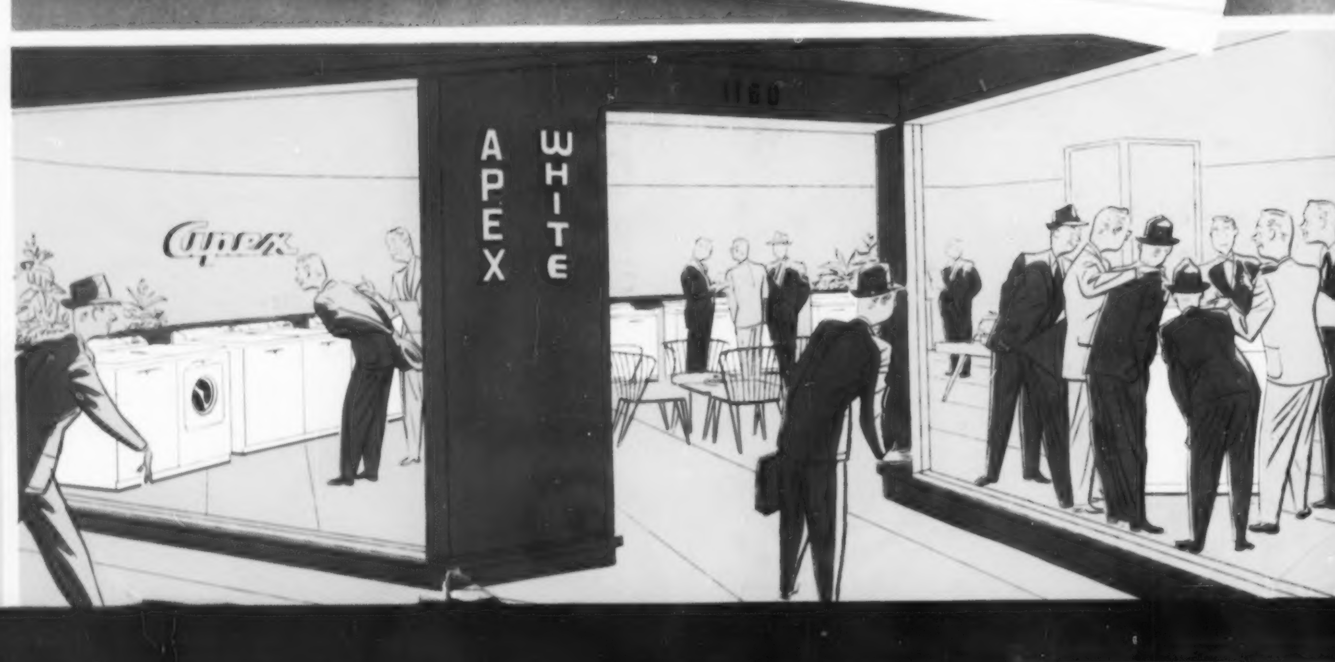
White Desk-Model Sewing Machines



White Portable Sewing Machines

THINGS TO DO AT THE WINTER MARKET, JAN. 7-18

1. Be sure to visit White and Apex Space 1160.
2. Find out what White-Apex merger means to independent appliance dealers.
3. See new White Sewing Machine display.
4. Ask about new Apex home laundry equipment.
5. Get full facts on Apex home cleaners.
6. Discuss advertising plans.
7. If not in Chicago for the Winter Market, write for information: Apex Electrical Mfg. Co., Division of White Sewing Machine Corporation, 11770 Berea Road, Cleveland 11, Ohio.



Electrical Merchandising

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MARKET STUDIES

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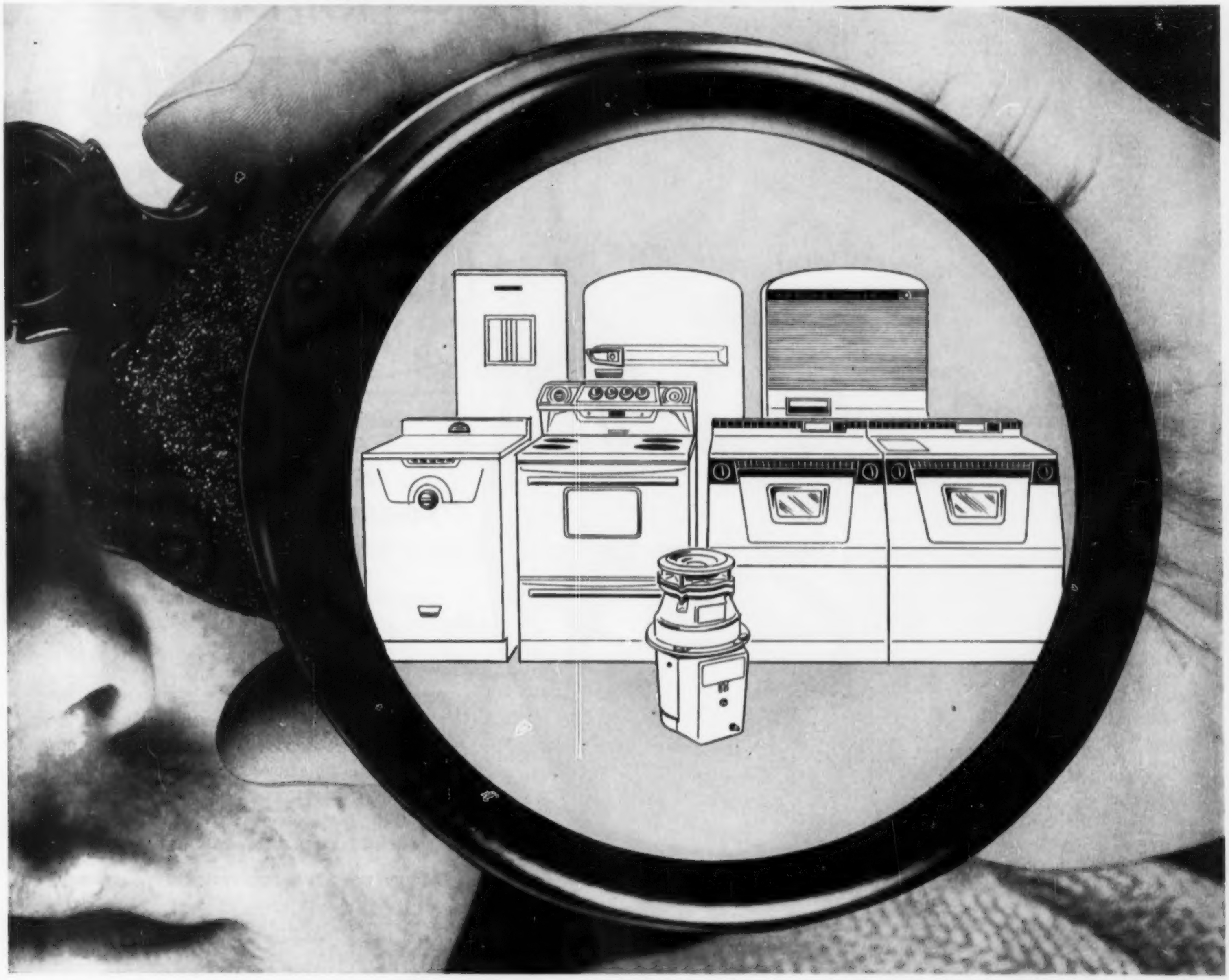
for Westinghouse Dealers with



FOR NEW 1957 WESTINGHOUSE
RANGES * DISHWASHERS * WATER HEATERS * DISPOSERS

FOCUSED ON TESTED PROMOTIONS

To build sales for Westinghouse dealers in every selling season, 1957 will see a series of sure-fire retail promotions, developed by Westinghouse around tested and proven appliance selling techniques.

FOCUSED ON RETAIL SELLING

Westinghouse will pour over a million dollars into supporting the Forgotten Man of appliance retailing—the Retail Salesman—so Westinghouse dealers can increase their sales without increasing their overhead.

Distributor showings of new 1957 Westinghouse major appliances are starting soon!

Visit them and you'll see why top appliance dealers are moving to Westinghouse and moving with Westinghouse!

YOU CAN BE SURE...IF IT'S Westinghouse

I'M BUILDING MY BUSINESS ON *SATISFIED* CUSTOMERS!

People Stay Sold on dependable Toastmaster Products!

Smart retailer! He knows that people always return to the store that handles trouble-free merchandise. So he features Toastmaster products, the top-quality line he can rely on to *stay sold!*

Years of *consistent* top quality created this reputation for keeping people satisfied. Toastmaster products deliver such lasting service that they are known everywhere as the most dependable appliances money can buy! Make sure the products you sell make *friends* for you. Identify your store with Toastmaster quality, and build your business on *satisfied* customers!

Display the complete line and you'll sell the complete line!

TOASTMASTER *Automatic Appliances*

MODEL 1816
Powermatic Toaster
$27.50 retail

NEW! MODEL 8A1
Automatic Fry Pan
11-inch, $19.95 retail
Also available in 12-inch
MODEL 8B1, $24.95 retail

NEW! MODEL 2D3
Automatic Grill & Waffle Baker
$32.50 retail

NEW! MODEL 4B1
Steam & Dry Iron
$15.95 retail

ASK YOUR DISTRIBUTOR ABOUT THE NEW, BIGGER TOASTMASTER LINE!

Business Quick-Check	Latest Month	Preceding Month	Year Ago	THE YEAR SO FAR ('56 vs '55)
SALES, factory, appl.-radio-TV index (1947-'49 = 100)	155	131	162	**EVEN**
DEBT consumers owe to appl.-radio-TV dlrs. ($millions)	368*	368*	361*	**.7% DOWN**
FAILURES of appl.-radio-TV dealers	27	37	30	**8.4% FEWER**
RETAIL SALES total ($billions)	16.1	16.0	15.8	**3.1% UP**
DEPT. STORE sales index (1947-'49=100)	129	122	122	**4.8% UP**
DISPOSABLE INCOME annual rate ($billions)	288.2	284.9	273.8	**6.3% UP**
LIVING COST index (1947-'49 = 100)	117.7	117.1	114.9	**1.2% UP**
SAVINGS of consumers, annual rate ($billions)	21.4	21.2	15.9	**28.6% UP**
HOUSING starts (thousands)	93.0	93.0	105.8	**18.0% DOWN**
AUTO output (thousands)	581.1	388.9	749.0	**28.3% DOWN**
UNEMPLOYMENT (thousands)	2,463	1,909	2,398	**4.3% BETTER**

(Sources, in order: FRB, FRB, Dun & Bradstreet, Dept. of Commerce, FRB, Dept. of Commerce, Bur. Labor Statistics, Council Econ. Advisors, BLS, Ward's Auto Reports, Census Bureau) *New Series

TRENDS

For appliance dealers this may be The Year of the Kitchen.

On one side you'll have manufacturers pressuring you to go into the kitchen business. And from another point of view, the appliance dealer may have to think twice before deciding not to be in the kitchen business.

Elsewhere in this issue (page 167) you'll find a detailed market study which explains why cabinet makers are going out after dealer business. One big reason, of course, is the fact that the remodeling market may have accounted for as much as 50 percent of steel kitchen cabinet volume last year. Cabinet manufacturers are well aware that the housewife buys a kitchen, not a group of cabinets when she's remodeling. So they're looking for dealers—and plenty of them—who can sell kitchens.

But more important, the appliance industry can't afford not to be in the kitchen business. As saturation on product after product increases, the industry is becoming more and more reliant on the "kitchen" as a vehicle for building appliance sales in the future.

For instance, ask Whirlpool-Seeger why it plunged into the kitchen business so fast. One of the principal reasons was that kitchens account for a bigger and bigger chunk of the appliance market and the firm couldn't stay out of this market and still get its share of industry. (The other big reason for the fast entry by Whirlpool: to give distributors a really full line in one move so that franchises wouldn't have to be shuffled again in a year or two.)

Or listen to what Frigidaire's C. V. Kirby says: "There was a day – and not too long ago – when appliances and the kitchen could have been considered two separate subjects . . . Today the American housewife demands a coordinated, well-planned kitchen. She wants appliances, utilities, storage space all integrated."

What's this mean for the dealer in 1957? It certainly means that more and more cabinet manufacturers will be urging you to get into business.

It means, too, that well-known, full-line appliance firms which have never been in "kitchens" as such will be in them in 1957 and they'll be asking the dealer to go along.

Most important, it means that the appliance dealer will have to make a close study to determine whether he can maintain his volume and his share of his local market if he chooses to ignore a rapidly growing piece of that market – the kitchen business.

•

If you've been bothered by Sears' advertising on the local level you may have a king-sized headache next year.

The chain is going into national advertising and it's a good guess that appliances will receive heavy emphasis in any such campaign.

And such ads won't be institutional in nature. Sears officials make it clear that their traditional yardstick for local advertising (it pays off or else) will be applied to the national effort.

Sears' chairman T. V. Houser explained his thinking recently at an advertising meeting in Washington. The decision to use national ads, said he, had been stimulated by a "fundamental change" in the production and distribution of consumer durables. For years Sears, basically a distributor, has also integrated manufacturing with its marketing. Now, brand name manufacturers are doing the same thing in reverse – they're trying to integrate their distribution with manufacturing. As *Business Week* pointed out,

(Continued on page 6)

TRENDS continued

the two forces are now meeting head on in national media since "one of the chief means for a manufacturer to establish control of his distribution . . . . is through advertising."

Something else has been happening in the industry recently which helps explain Sears' decision. The dollar spread between private and name brands has narrowed (thanks largely to price cutting) and advertising emphasis has shifted to features. Incidentally, Houser cites television as one of the reasons for this emphasis on features since they're so easily demonstrated on TV. So you can look for Sears to use TV in its stepped up advertising.

Nor is Sears the only firm going national on its promotion of private labels. Montgomery Ward and J. C. Penny are reported by *Business Week* to have similar plans.

It's just possible, too, that you'll see renewed interest in private brands on the part of department stores. On several occasions this fall William Burston of the National Retail Dry Goods Assn. has contended that retailers made a mistake when they gave up the idea of affiliated retailers. He hints that the idea might be revived and adds that "we have excellent precedents for private labels becoming national brands."

■

There's nothing wrong with discounting—but negotiating is the wrong way to do it. Instead, set a firm price and stick to it.

Conventional discount houses have felt like that for a long time. Now a veteran New York dealer who has set up a marketing consultancy for 100 retailers in the area is advising his clients to do the same thing.

He's Joe Schwartz and it's his conviction that "haggling" or "negotiating" a separate price with each customer is basically unethical. Schwartz' advice is to establish a single price.

That's the way big discounters do it. But other retailers in attempting to meet cut price competition have been paring prices just enough to make the sale. Some dealers even base salesmen's pay on how much he can get over the store's "low, low" price. Negotiating is widespread but it makes some dealers uneasy. So uneasy, as a matter of fact, that a NARDA member at the group's Institute in Washington last summer complained that the legitimate dealer has become the industry's "horse trader."

That's the argument: almost everyone agrees that you can't stick to list but there's wide disagreement as to how to cut price. Which side will prevail is uncertain.

It's well to remember, however, that a century ago a retailing revolution got underway when Chicago's Marshall Field set a flat price and abolished "haggling" as a means of establishing retail prices. History could repeat itself.

■

A key marketing executive of one appliance firm suggests that the industry may have to soon use a new basis in determing market areas. He thinks that in today's picture market areas are being determined by newspaper coverage and not by county lines or historical shopping patterns.

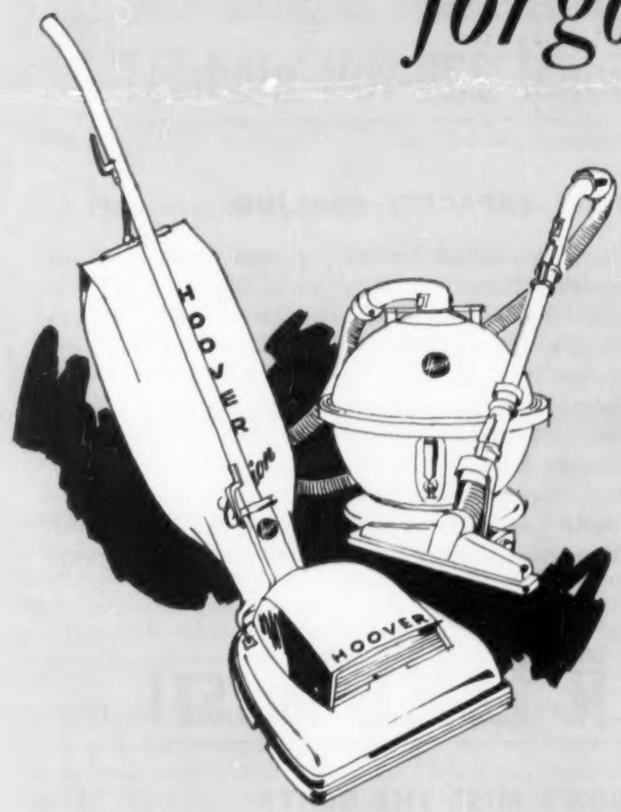
His argument is simple: in the Midwest today, for example, you can't consider Milwaukee, Chicago and South Bend as three separate markets because in all three areas the Chicago papers have tremendous circulation. A price or product advertised in Chicago is inevitably going to be noticed in South Bend or Milwaukee.

End

a timely thought for every retailer
who is tempted to sell on the basis
of price alone

"Quality will be remembered long after price is forgotten"

—H. G. Selfridge
(one of the world's most successful retailers)



If one of our dealers asked us for the best selling advice we know, we'd bring out Mr. Selfridge's words without hesitation.

As far back as we can remember, the thinking at North Canton has put quality first. The kind of quality that makes a product look better, do its job better, give its owner more pride and more years of service.

Here's the important thing: not only do people buy this kind of quality with more confidence, but they're willing to pay more for it.

Maybe it's the more than 14,000,000 women who have bought Hoovers that convinced us. Maybe the fact that Hoover Dealers are just concluding the biggest year in their history.

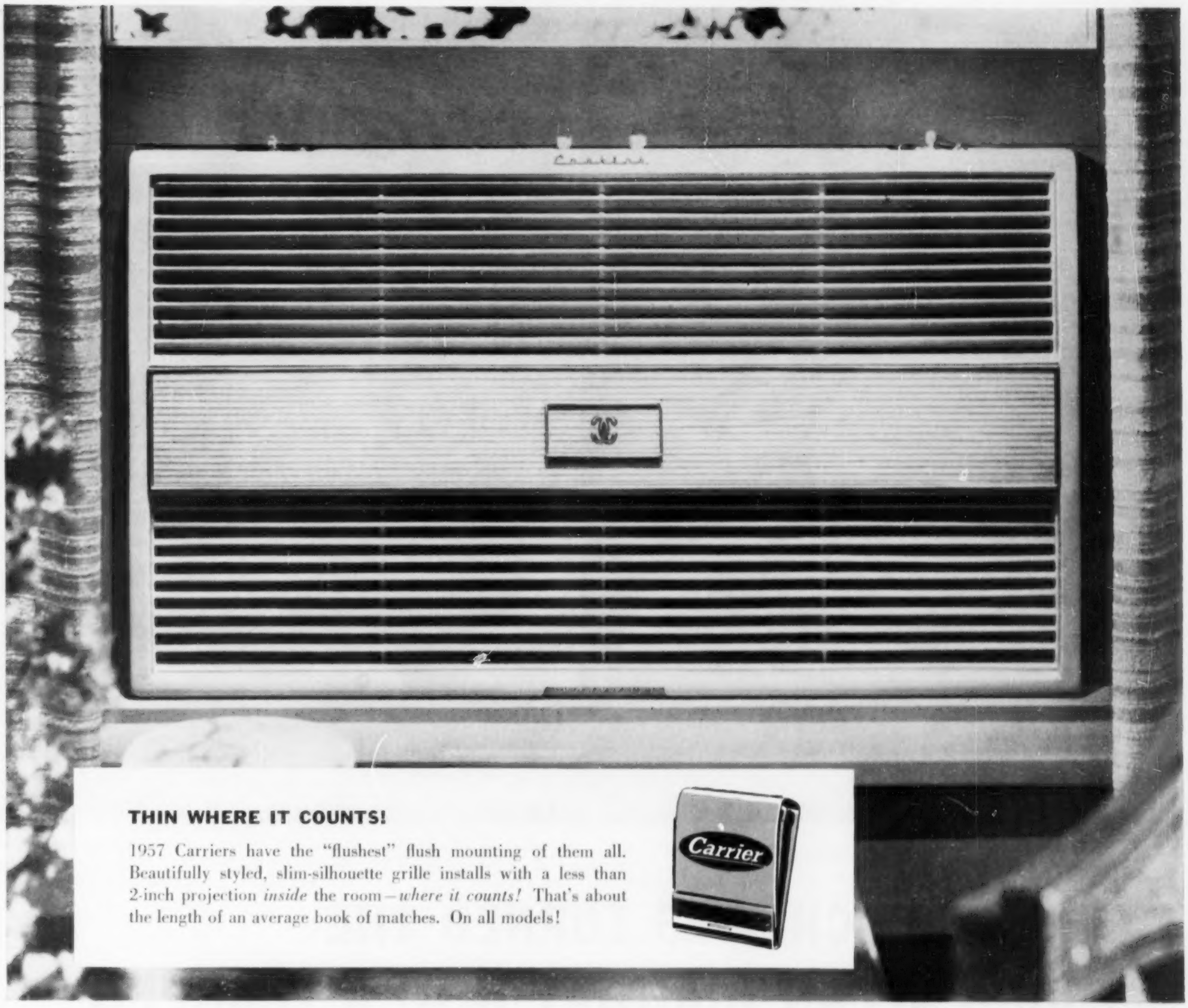
At any rate, that should be pretty good evidence for both you and us that *quality* is the most salable "item" in the appliance business.

See 2 new Hoovers at the Chicago Housewares Show. New Hoover Constellation! New Hoover Polisher! Come, see the world's newest quality appliances at the Hoover Exhibit, Booth 164, Navy Pier, beginning January 17.

HOOVER.

FINE APPLIANCES
. . . around the house, around the world

Constellation • Citation • Lark • Pixie • Dustette • Polisher-Scrubber
Steam-Dry Iron *with the first stainless steel soleplate* • Handmixer • Automatic Coffeepot



THIN WHERE IT COUNTS!

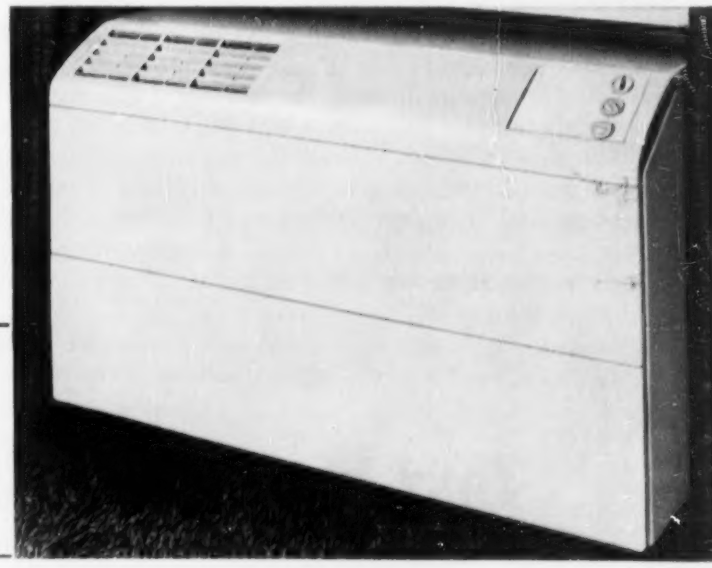
1957 Carriers have the "flushest" flush mounting of them all. Beautifully styled, slim-silhouette grille installs with a less than 2-inch projection *inside* the room—*where it counts!* That's about the length of an average book of matches. On all models!

SUPER CRESTLINE SERIES The top of the 1957 Carrier line. Two 115-volt models that operate in any adequately wired home without loss of cooling capacity. Both have fully automatic Power Cooling and new Constant Balance cooling system. Also—new Finger-Flip Controls, reversible grille, compatible Sand Beige color styling with bamboo center panel, washable permanent filter.

CRESTLINE SERIES Same beautiful styling as the Super Crestline models along with automatic Power Cooling, Finger-Flip Controls and reversible grille. There are 7 models representing the "middle" 1957 Carrier line.

STARLINE SERIES Really something to "sell up" from! Has a budget price prospects will go for. Handsome slim-silhouette styling, Finger-Flip Controls and reversible grille.

See these new units at the Carrier suite, Congress Hotel, during the Winter Market!



NEW CONSOLE ROOM WEATHERMAKERS Specially designed for apartments, offices, institutions and residences. Handsome plastic cabinet is just over 12 inches deep. Can be installed through-the-wall or with a window duct that's only 5½ inches high. Adapts to new construction or existing buildings. Matching heating coils available.

THESE '57 CHEVIES TURNED THE TOUGH ALCAN HIGHWAY INTO A TURNPIKE!

They took the "teeth" out of North America's toughest truck run in an amazing display of stamina and dependability! The Chevrolet Alcan test called for great truck components... and here they are, the same modern features you'll get in *your* '57 Chevy!

Modern high-compression 6's—a time-proved Chevrolet truck Thriftmaster 6 made the tortuous Alcan Highway test look easy . . . registered a high 18.17 miles per gallon!

Short-stroke V8 power—with the shortest stroke of any truck V8's, new Chevy engines stand first in their field for efficient load-pulling! Their great performance in Alaska proved it.

Safe, sure brakes now Alcan proved—in light- and medium-duty models, Hydrovac power brakes* supplied up to 85% of the braking effort!

Unit-design cab and body construction—Chevrolet truck cabs and bodies remained tight and solid on Alcan bumps, showed that they're built to *last!*

Rugged Synchro-Mesh manual transmissions—they displayed never-say-die durability . . . came through with smooth, flexible, trouble-free performance!

*Easy-going Hydra-Matic transmission**—it reduced driver's work immeasurably and it saved wear on drive-line parts, too!

Sturdy frames and long-leaf springs—these brawny chassis components proved they can take it when the going is roughest . . . took the Alcan's worst with strength to spare!

These Alcan-proved Task-Force 57 features and others like them (such as extra-heavy rear axles, easy-rolling Ball-Gear steering, and new, improved tubeless tires) are ready to tame your tough truck runs too! Boost your hauling profits by seeing your Chevrolet dealer soon! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

**Optional at extra cost.*

1957 CHEVROLET TASK·FORCE TRUCKS

PROVED ON THE ALCAN HIGHWAY... CHAMPS OF EVERY WEIGHT CLASS!

CHEVROLET

TRENDS

REGION BY REGION

. . . in the EAST

By Robert W. Armstrong

Washers, portable TV and hi-fi lead 1956 sales, but dealers call it a year of good volume and no profit . . . 1957 forecast: more of the same

NOTHING happened in the last month of 1956 that was important enough to alter the basic pattern of the year. According to dealers all over the East the trend to an increase in volume without any increase in profit ran its course. Moreover, those products which had led all during the year were the first to break the tape at the finish line and the early laggards brought up the rear.

The outlook for 1957, say both dealers and distributors, is more of the same. Those appliances which ran strong in 1956 are expected to stay out in front; industry trends in service will maintain their present direction.

Without home laundry volume, 1956 would have been a sadder story. Dealer after dealer and distributor after distributor say dryers and, particularly, automatic washers were the mainstays of 1956 sales.

A Boston distributor says washer sales were ahead 30 percent. A western New York dealer says, "Our white goods volume for the year is off 10 to 20 percent, with refrigeration the big weak spot. Ranges have been fair and laundry equipment has been excellent." Washington dealers say refrigerators and freezers fell behind, electric ranges were on a par, washers and dryers were ahead. A Philadelphia merchant says washers and ranges sold best. This same retailer says his overall volume for the year was about $45,000 better than in 1955 but his profits were down 10 percent. Unlike a lot of dealers he increased his profits on refrigerators because "we had good buys from distributors all the year through."

Refrigerators and TV were poor performers. Sales figures published elsewhere in this issue show a decline in refrigerator sales for the nation as a whole. However, this doesn't tell the whole story. For example, a big New England group of stores reports that combination refrigerators were 10 percent *ahead* of 1955, but standard units were 30 percent off. For some merchants, the cause of poor refrigerator sales was the development of an extensive replacement market, but there were local reasons, too. In Buffalo, for example, some dealers blamed "the coolest summer on record"—which also hurt air conditioner sales.

The TV story is one of volume without profit. One Massachusetts dealer says, "TV was plagued with too many dealers, too many manufacturers, too many wholesalers, and too many sets."

A big distributor in the same area finds TV sales off in units about 10 percent. A Philadelphia dealer finds sales ahead in units, off in profits. "Portable business," he says, "has hurt sales of larger ticket TV." Another says portables, which were hailed as second sets, are actually being sold more as first sets—replacements for old, worn out first sets. A Buffalo merchant reports TV sales ahead in units, about even in profits.

What was good in 1956? It's dangerous to generalize. What was tops for one dealer may not have been so good for another. However, if there was any one product which elicited enthusiasm from everybody it was hi-fi.

Early in December, one Philadelphia dealer voiced this enthusiasm with this statement: "We expect it to account for three-fourths of our dollar volume this month. It's tremendous; we sold over 20 units in one week-end, mostly in the $250-$500 bracket." Another dealer describes hi-fi as "one of the really bright spots; expect it to be very big in the coming year."

Up in Boston a dealer reports that "hi-fi sales increased 25 percent in 1956 and I expect a further increase in 1957." A distributor in his area did even better—a 70 percent increase.

Ranges were a leader for some merchants. For example, one New England chain, which had a six percent increase in overall business (both units and dollars), says ranges increased 25 percent. And a Philadelphia dealer says electric ranges were way ahead of 1955. "Washers, ranges, and even kitchens have been selling best," he says. More typical of a lot of dealers, however, is the Philadelphian who says ranges were generally poor —"their increases have not kept pace with washers and dryers."

The color TV battle still rages, but there seem to be more and more retailers who believe that it can be sold. For example, a Boston area retailer says, "Contrary to what others are reporting, color TV is responsible for a pickup in our volume. We sold over 30 sets this fall." Even some of those who haven't sold much color TV yet have hopes for 1957. Many dealers make comments like this: "Color TV could be big next year if the price is right and they can correct the service problem." . . . "We look for a good color year; we have already sold 15 sets and expect it to start rolling in '57". . . "I see black and white very slow in the first quarter and gradually dying to be supplanted by color." Others, of course, are still bearish and say that color won't begin to go until 1958. Their reasons: price, service and "too many bugs in the sets." However, one distributor (who obviously sells color) says, "Some dealers are running 50 percent ahead in dollar volume as a result of color. We have seen substantial increases in color sales each month. By September of next year color will be outselling b&w in both dollars and units."

Centralized service will continue to expand in 1957, although dealers express different views on it. One, who says "no factory can compete with us in service," still expects continuing expansion. Others are voluntarily turning service over to central organizations in order to get out from under the responsibility. One, for example, says, "When you sell a color set you can expect to have customers on your ear continually. The best way to handle it is to sell it with a $40 service policy and then turn over the service to a factory service organization."

You'll have to make up your own mind on an increase or a decline in time payment sales this year. No two dealers seem to agree. Down in Washington, for example, retailers anticipate easier credit but look for an increase in interest rates—which could stimulate cash sales. A Philadelphia merchant says his ratio of 60 percent cash —40 percent time sales will be maintained—even though he prefers time sales. Another dealer in the same area says time sales will jump because money is getting tighter. "We are a credit house," he says. "Customers don't ask us how much it costs but how much a month."

In western New York, few dealers see any chance for a reduction in time buying. They look for an increase because, "it is the way of life." One even goes so far as to say, "Ninety-nine percent of our sales are on time and we see no change."

. . . in the MID-WEST

By Tom F. Blackburn

More dealers publish catalogs . . . Food chains and appliance selling . . . How Chicago business breaks down . . . Sales reports

THERE has been a decided increase in the number of catalogs put out by dealers during the year 1956. Possibly the increase in mail order sales to city people is due to the fact that in so many homes the wife has a job, and is handicapped in getting to the store.

At any rate, one mail order house reports that in 1950 more than 85 percent of its list was rural,

(*Continued on page 13*)

TRENDS REGION BY REGION

and today only 65 percent goes to farm families. Long ago, people who were invalids, bedfast, held down by small children or lived in an isolated area turned to catalogs, and let the postoffice do their legwork for them. Today nearly all of the big department stores put out a Christmas catalog, the toy people have gotten them out lavishly, and mail boxes are filled with stuff from hardware, drug stores, jewelry stores, and nearly everybody except the appliance dealer. Reason for the appliance dealer's fall-down in this matter is the fact that he cannot buy a syndicated job, but has to have his own printed, but if the trend continues, he should be in line next year.

Chicago's famous merchant, Sol Polk, dips a finger in this situation and says, "I can foreseee a distribution center in Chicago headquarters, with stores in outlying areas, including catalogs and pictures of appliances. Salesmen will press a button on a television, and show the customers the appliances in the home office. If a customer asks for a demonstration, the item will be brought by truck within 48 hours to her home."

There is fear in the Middle West, that the next step in appliance retailing will be through the food chains. Despite the fact that Henke-Pillot and Winegarden have sold appliances in Texas, there is not much chance that the food supermarket will go far with appliances. Their operation is based on an attempt to have a complete turnover every week of the year, and for this they must pick up fast-movers as a super food store will gross around $4.00 per square foot per week. Compare this to the $1 to $1.50 per week per square foot which is obtainable with non-food items such as appliances.

The food chain idea of buying is to pick fast-moving items and duck the slow selling models. The customer for an appliance wants to sort from a complete assortment of colors, sizes, many of which are naturally slow moving. Because food chains do not carry any stock, and expect this rapid turnover, they are not geared up to be successful in appliances, let alone the stuff you find in department stores. It may be that 70 percent of the volume is done on 20 percent assortment, but the consumers insist on the presence of a full line of colors, sizes or types from which they can select what they want. The food chain may succeed with hosiery, which is self-selling, and they may do a business on tooth paste, shampoos, razor blades, and on other items which require no customer deliberation or assistance in the purchase. Don't every worry about a food chain selling refrigerators or washing machines, says our informant, who spent years with the A&P stores. They won't do it.

The big boys don't get it all. There is much talk in Chicago about Polk Brothers and the other big stores getting all the appliance business, but a survey completed recently by the Chicago *Tribune* does not prove this is true. On air conditioners, Polk Bros. got 17.1 percent of the business and led the town. On washers, Polk again got 16.8 percent of the business but was bested by Sears. On refrigerators, they got 16.8 percent of the business and led Sears. Sears got 22.8 percent of the home food freezers, and Carson Pirie & Scott department store got 10.1 percent. On clothes dryers, Sears Roebuck mopped up 27.8 percent of the town's volume versus 17.6 percent for Polk Bros. On cleaners, Polk Bros. only did 6.6 percent of the town's business, but was up on television, leading the town at 16.8 percent. On kitchen ranges, Polk Bros. were second with 11.8 percent. The odd thing about the survey was that Commonwealth Edison Co., once said to do from 10 to 20 percent of the town's appliance business was down to 2 or 3 percent in this reckoning.

The clothes dryer and the automatic washer were again the bread and butter items in Cedar Rapids, Iowa, for the first 11 months of 1956. There were 1,759 automatic washers sold in 1956 compared to 1,744 in 1955, 942 clothes dryers versus 806 the preceding year, for the first 11 months of the year. Air conditioners were down, 238 versus 650, and refrigerators ran only 1,781 versus 2,325. Food waste disposers were ahead for 1956, 191 versus 149. The rest of the list was down for the comparison of the year.

In the Omaha territory television led the year, with 7,229 being sold compared to 4,536 for radio, 4,278 for refrigerators, and 3,997 for automatic washers. Air conditioners ran to 6,066 for that territory.

In Kansas Gas & Electric Co., territory centered around Wichita, 406 dishwashers were sold for ten months of 1956 versus 406 for ten months in 1955. It isn't much but in a year in which most sales have fallen below 1955, it is significant. Central air conditioners were up 115 percent for 1956, evaporator coolers were up 26 percent, and unit room coolers were up 3.4 percent. On the other hand, attic fans were down 65.9 percent, and window fans were down 2.4 percent. Food waste disposers were up 14.2 percent, and home freezers up 9.9. standard ranges were ahead 4.9 percent, and built-ins fell back 2.6 percent. Automatic washers were ahead 7.2 percent.

The Wisconsin Power & Light Company's area, around Madison, Wis., said that in the first 9 months of 1956, compared to the same period in 1955, this was the showing: Electric water heaters up 33½ percent; food freezers, down 35%; electric clothes dryers up 7 percent; electric ranges, up 7%. Automatic washers up 16%. Refrigerators down 42 percent; dishwashers up 6%; room coolers up 87 percent, and dehumidifiers up 84%.

... in the SOUTH WEST

By Fred A. Greene

Year end's business picks up—but it's decidedly under 1955 ... Housewares sales droop ... Laundry equipment paces sales ...

YEAR-end business generally showed a good pickup throughout the Southwest, though it was definitely below sales for December of 1955. However, most dealers and distributors appeared reasonably well satisfied.

The price situation in most instances held fairly firm, but there was considerable comment about intense discounting, sales and "fantastic" trade-in offers. Apparently a lot of 1956 merchandise was left on dealer floors and many of them thought Christmas time a good time to get it out of the way.

Although many businesses reported this year's December sales below 1955's figure, the percentage drops were not as severe as in previous months —comparing them with their 1955 figures. Some increases were noted, but they, too, were not noticeably high.

Perhaps the biggest change was in electric housewares sales. What few dealers were handling them did not move them as well as in 1955 and prices were either as low as the year before or under. One dealer is the exception. He calls prices slightly better but his sales have not increased. Quite a number of dealers have eliminated electrics from their inventory due to increasing sales by drug stores, jewelry firms and department stores who are using housewares as a means of beating a path to their stores for other merchandise. A good example is a leading Dallas department store which is advertising almost daily in large size type that they will not be undersold on electrics and other small houseware items. Their prices, after a spot check, show fairly good price cuts from what is being charged by drug stores and other outlets. A dealer in Albuquerque, N. M., acknowledged a drop off in sales, blaming even grocery stores. "We may sell less," he added, "but at least we're going to get our price."

Home laundry equipment continues to lead Texas sales, but refrigerators and ranges are gaining. Just why range sales have been slow is an unanswered question. Perhaps the lack of promotion has something to do with it. It seems like most ads these days plug washers and dryers with either "special" combination prices or giveaways if you buy one or the other or both. But the expected range pickup is materializing—though slow —and as one Fort Worth dealer says, "Thank goodness."

Television movement ranges from fair to good in the Lone Star state but top of the line sets are not making any headway. Prices hover around the $200 to $250 mark. Color still is lagging, while portable set sales have given dealers a good boost. Prices are relatively strong for portables and consumer interest is high.

Oklahoma's movement of white goods was slow in most instances with refrigerators getting most of the play. Range sales are gaining momentum, however, and most dealers and distributors expect the pickup to continue into this year. TV had a slow December with low end models pacing sales.

In New Mexico, white goods had a fair month with laundry equipment heading most lists. Freezers accounted for one distributor's top sales. Ranges remained down and TV activity was fair for most retailers, slow for others.

A large New Mexico dealer in commenting on the Yuletide business said things were steady and while he did more business, it required more promotion and advertising. In a side note, he added that he sold one dryer for each three washers as against a one to five ratio in 1955.

Range sales appeared to have had their best month in Arkansas where white goods on the whole moved fairly well. One wholesaler reports freezer movement excellent—topping his white goods line. TV had a good month in Arkansas though prices were under $250. One distributor reported portables as a strong item along with $200 consoles. One sour note: considerable price cutting was noted by a Little Rock distributor who

(*Continued on page 16*)

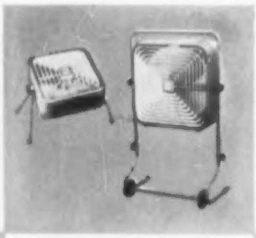
dealers' choice because ONLY ONE FAN looks like,

Signal

Take a look at your present fan line. If it's a "me-too" line you aren't getting your share of summertime profit. If you want action — make a switch! Get the Signal . . . with the way-ahead design that's better looking, better cooling, better selling! The special difference is Signal's no-draft, natural cooling. It's the sharpest selling edge ever honed! Add to that the best 5-Year Guarantee in the industry, automatic Thermostatic Control, electrically-reversible high C.F.M. cooling and all the other way-ahead features that give Signal dealers competitive advantages. Get the sell-out habit . . . GET THE SIGNAL!

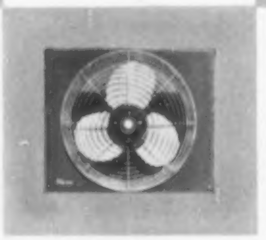
ELECTRICALLY-REVERSIBLE TWINS—2 models, World's first electrically-reversible Twin Portable and manually reversible model, both Thermostatic!

SPECIAL MODELS — Floor and Multi-Purpose Fan and Electrically-Reversible Mobile, both convert for window fan use!

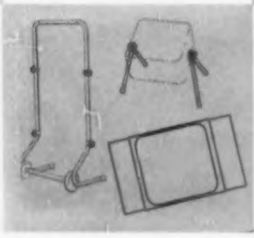


HI-VELOCITY AND OSCILLATORS — 2 famous Jet-Stream hi-velocity models plus 2 oscillator lines to cover the complete price range!

WINDOW FANS — 11 models to fit every selling need. 12", 16½" and 20", low end price leaders and high profit models!



PRICE LEADER PANEL FANS — 2 models, one electrically-reversible, one exhaust model—real Signal quality at low-low cost!

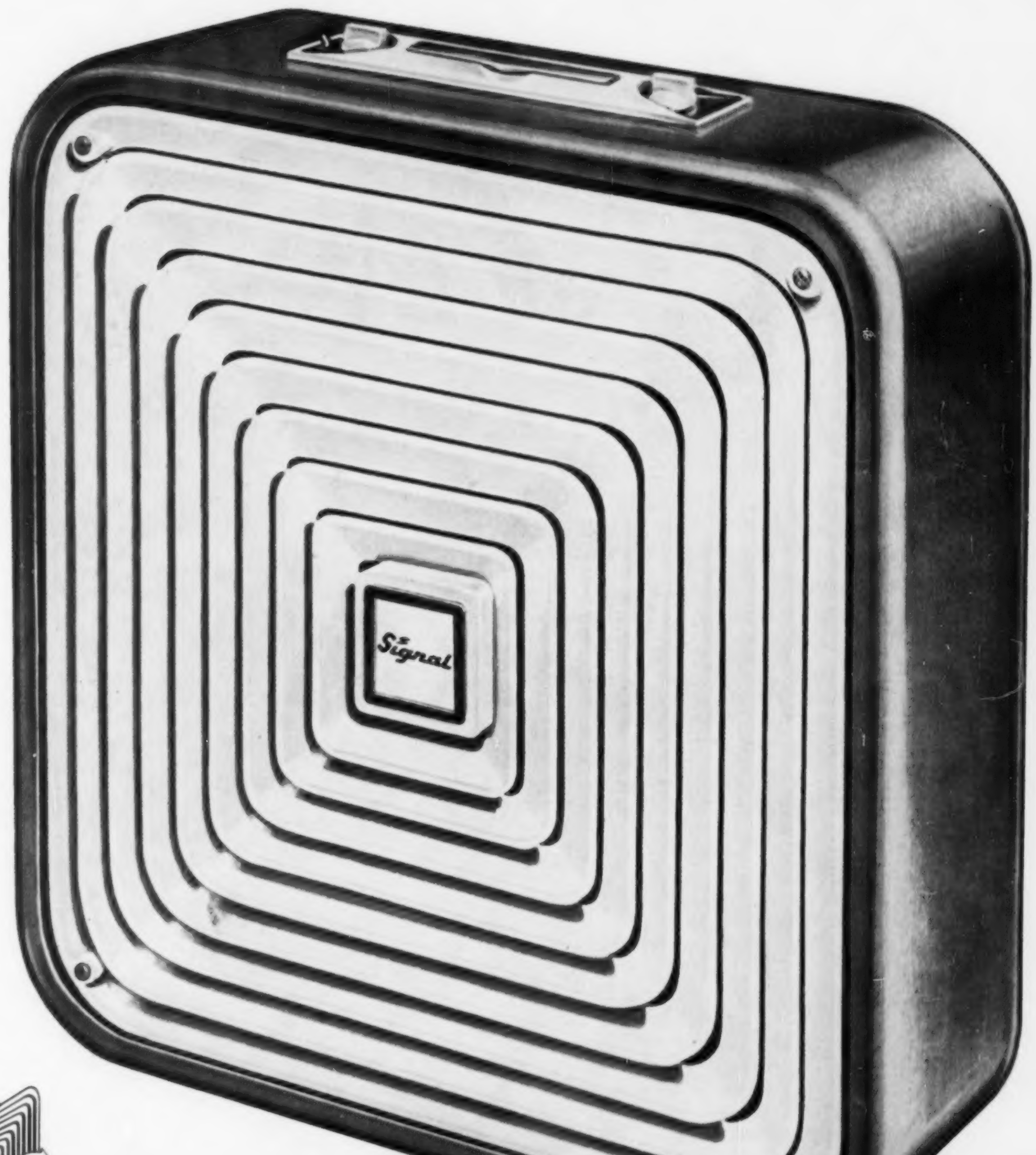


ADAPTER ACCESSORIES — The low-cost extra Selling-snap that clinches sales. They adapt Signal Window Fans to extra uses!

Signal SIGNAL ELECTRIC

KS

cools like, sells like...



DIFFUSED

AND DIRECT

2 kinds of cooling in one fan!

Every Signal Fan is guaranteed in writing for five full years!

NATIONALLY ADVERTISED
in **LIFE**
and **POST**
and on **TV**

See Signal at
NATIONAL HOUSEWARES SHOW
North Hall, Navy Pier
Booth C289/C293

WORLD'S PIONEER MANUFACTURER OF ELECTRICALLY-REVERSIBLE WINDOW FANS

DIVISION • KING-SEELEY CORPORATION • **Menominee, Michigan**

TRENDS REGION BY REGION

also added that the Christmas pickup was slower than in 1955.

We queried businessmen this month on the credit situation. Answers generally were divided as to a tightening. Of those who have found credit tougher to get, only a few of them believe it has affected their business. Increased interest rates on the whole are not reflected on the ledger sheets. A dealer in Oklahoma City who carries his own paper said payments are off.

One item that attracted attention this month in a Dallas newspaper concerned built-in appliances in new speculative homes. The article reports more and more builders are giving up the installation of built-ins in order to cut costs and to create more floor space in new homes. They believe this may help break a stalemate in sales activity.

Just how this situation concerns dealer sales is not yet known. It may prove a headache and eliminate a good source of profit for dealers, especially as more and more of them enter the field and begin competing on prices.

The drought continues to cast gloom. In one county in Texas, 10,000 of 17,000 persons are on relief, many of them unable to get a crop in several years. Needless to say, appliance buying is a long way off.

As the Southwest girds for the coming year, it is obvious that much belt tightening will be necessary. A highly competitive year is expected and forecasts as to business are hard to get. With most appliance people, it's a wait-and-see attitude. But the elimination of excess baggage is a must. One distributor recently told his dealers he trimmed monthly operating costs $8,000. He strongly urged his dealers to take a good look at their operations and to begin cutting unnecessary costs. "It's going to be a hard pull," he warned, "and the dealers who stay in business will be the ones who can compete."

. . . in the SOUTH

December sales show recovery from November doldrums . . . Tennessee sales run way ahead although TV is weak . . . N. C. dealers report jump in dryers, ranges

Southern appliance dealers and distributors, who last month were somewhat uneasily surveying their sales position, even though they termed it "satisfactory," in mid December collectively expelled their breaths in a sigh of relief. **Sales, which generally seemed to be in the doldrums during early November, have showed an overall marked increase during the past few weeks.**

Just as appliance marketers were unable to agree on the reasons for the slackening sales pace in November in southern states, they failed to come up this time with the primary factors involved in December's spurt. But this lack of insight into consumer motivations is not taken seriously—it's enough that they are buying.

The Atlanta dealer-distributor who last month described the sales picture as basically satisfactory, but, "unexciting, very unexciting," is considerably more excited now.

"We don't see any out and out surge," he says, "but over the past few weeks we've noticed an almost daily increase in appliance sales—nothing spectacular, but steady—and that's what we want." He ascribes a brisk business in small appliances to generally heavy Christmas buying, but has no explanation for the "healthy major appliance situation."

He doesn't credit it to any specific sales drives and, as a matter of fact, says that "most distributors feel that these promotions, and notably the "White Christmas" push, are having little or no effect on the consumer. As far as most of us are concerned, its simply a waste of money."

Distributors in the metropolitan areas of Tennessee report that, while sales in November averaged about seven percent above the same month last year, the first two weeks of December were "much better than that" compared to the same period in 1955. The year-to-date sales figures are running between 10 and 15 percent ahead of last year, and dealers expected this to be the final figure at years end.

"We've had good months and bad ones this year," says a Nashville dealer, "but if we can come out at the end of it with a 10 percent increase, I'll be completely satisfied."

As in some other parts of the South, TV sales in the Nashville area are showing definite signs of weakness. This is true in both year to date and seasonal figures, and the generally high saturation point already reached for TV is given as the principal reason. In Dade County, Florida—greater Miami—for example, over 80 percent of the families own at least one set. This is not as high as some parts of the metropolitan East, but dealers feel its pretty close to maximum considering the characteristics of the population makeup there.

"Everybody whos got the downpayment already has a set," explains another Nashville dealer. An exception, which seems to be general in the south as well as the rest of the country, are sales of portable TV sets.

"Portable TV turned out to be a hot Christmas item," says a Charleston distributor. "We were moving plenty of these sets in previous months, but the pace was a good deal faster in December. I can't think of any other reason than Christmas for this—and while everybody can't afford the price tag as a gift, apparently enough people can to make it a popular present."

Dealers are puzzling over an extremely erratic sales picture in North Carolina. They sold, for example, five times as many clothes dryers in November as in the same month last year, five times as many electric ranges, nine times as many automatic dishwashers. In the area served by Carolina Power and Light, 33 such machines were moved in November of last year—this November, dealers chalked up 300 sales.

On the other hand, TV sets, air conditioners, automatic washing machines, and refrigerators were down during the same period. And, year to date, TV, conventional washing machines, and home freezers, have all fallen below last year.

But, as in other southern areas, dealers are enthusiastic about the first half of December almost all across the board.

In southern Florida, where dealers were worried a month ago because the years headlong sales pace had slacked off, appliances were again moving at the by now customary hectic pace. Sales year to date at last accounting were running about 14 percent above 1955 levels.

. . . in the GREAT LAKES

Nobody's gone overboard on first quarter prospects because of slow, late Christmas season . . . Hi-fi generates more enthusiasm than electric housewares or color TV

Though, for most dealers in the Great Lakes region, 1956 was a successful year, capped off by a fast-paced December, 1957 first quarter forecasts, at the retail level, are surprisingly conservative.

A Cleveland dealer puts it this way: "The people who are supposed to know about these things say that '57 should be a good year. I have some reservations, particularly because of the housing and real estate financing situation. Loans will be harder to get; the fate of the GI loan is dubious."

This source pointed out that the decline in residential construction that became noticeable in last half of '56 is slated to continue this year.

"New home buyers are great sales prospects, especially for major appliances. Obviously, there will be less of them this year."

Tight credit is a factor in dealer pessimism. Another respondent, who was disinclined to predict great things for 1957 said, "More credit applications are being rejected now than at any time since the war.—Finance companies are insisting on higher down payments, shorter terms. Link those facts with the high cost of living, and you'll get an idea why some of us sound a little pessimistic."

A Great Lakes distributor opined that the note of restraint in the first quarter outlook was more of a conditioned reaction than a comprehensive appraisal of conditions.—He said: "Traditionally, we're a little skeptical about first quarter possibilities in this business. I don't know why really. Each year is as good as or better than the last, but still the attitude doesn't change much."

Observers in northern Ohio and western Pennsylvania felt that sluggish business in those areas during October and November was accountable for the present climate of caution.

The post-election buying spree, these sources report, failed to materialize. Holiday buying apparently didn't begin in earnest until early December.

Outside of the Cleveland area, mild weather was labeled the villain in the piece.—"People just don't think about Christmas shopping when temperatures are moderate. It takes a little snow on the ground or some wintry winds to bring the gift buyers in number," said one informant.

Within Cleveland, a newspaper blackout, resulting from a strike, played havoc with Christmas promotion plans for virtually the entire month of November.

Dealers were very impressed with high-fidelity phonographs' showing during the Xmas season. Most expect the item will stay 'hot' year-round.

As one distributor put it: "These high-fi buyers are real enthusiasts. Usually, the product is presold. If the quality is there, they'll buy. As a

(Continued on page 44)

for '57

Dynamic!

WAIT 'TIL YOU SEE

IRRESISTIBLE NEW FEATURES
PLANNED FOR
PROFITABLE SELLING!

THE 1957 Hotpoint

WONDERINSE WASHER!

This Two-Cycle Pushbutton Washer Offers an Entirely New Clothes-Conditioning Process!

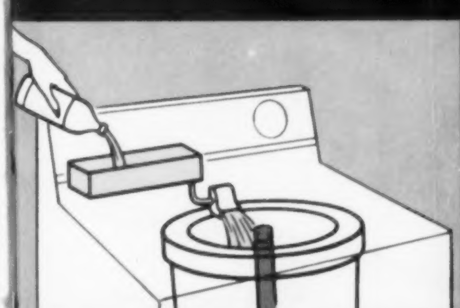
WONDERINSE

**makes clothes softer . . .
whites whiter . . .
colors brighter.**

This new miracle of chemistry makes a difference in washing results you can see . . . you can feel . . . you can sell! Clothes washed in the 1957 Hotpoint WONDERINSE Washer are washed cleaner with Hotpoint's Aquamatic wash-rinse action. They are rinsed cleaner—and softer—with WONDERINSE *automatically* injected into the rinse. And they stay cleaner—because WONDERINSE actually seals the fabric.

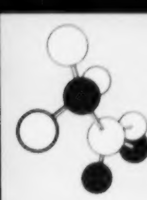
WONDERINSE

**conditions water . . .
softens fabrics . . .
rinses newness into clothes!**



HERE'S HOW IT WORKS—
Wonderinse chemical is poured into the big capacity reservoir. Push a button when the washer is started, and the correct amount of *Wonderinse* is *automatically* injected into the final rinse. Clothes are conditioned with like-new brightness, fluff-smooth softness!

HERE ARE THE RESULTS—
Clothes *look* cleaner . . . *feel* cleaner . . . *are* cleaner! Bath towels are fluffier, linens and cottons are softer. And fabrics are easier to iron, because there are fewer wrinkles in *Wonderinsed* clothes! After many, many *Wonderinse* washings, everything still looks like new!



Let This New Miracle of Chemistry Work Miracles for Your 1957 Home Laundry Sales!

Hotpoint Home Laundry For '57...

Model LK25 Hotpoint Super Deluxe Two-Cycle Pushbutton Automatic Washer With WONDERINSE

Model LG26 Style-Matched Hotpoint Super Deluxe Pushbutton Sealed-Chamber Dryer. Also Available in Air-Blower Model LB25.

A COMPLETE LINE PRICE-PLANNED

Hotpoint Super Deluxe Model LK24 Two-Cycle Pushbutton Washer With SUDS-STOR— Saves Hot Water and Detergent.

Style-Matched Hotpoint Super Deluxe Pushbutton Air Blower Dryer Model LB23.

Hotpoint Super Deluxe Model LK23 Two-Cycle Pushbutton Washer.

Style-Matched Hotpoint Super Deluxe Pushbutton Sealed-Chamber Dryer—No Venting.

Only Hotpoint

Matchless Performance . . . Unmatched Beauty!

All Anybody Could Wish For!

Here's the automatic washer and dryer for those who want nothing but the finest. Nothing has been spared in more seeable quality and more sellable features to give you everything anybody could wish for. Other style-matched models in the complete Hotpoint line are shown below. Each is a leader in its respective price range; all are price-planned for easy step-up selling!

Hotpoint Gives You The Home Laundry Features Wanted Most By Most Homemakers!

Automatic Washer

- Wonderinse Clothes Conditioner
- All Porcelain Inside and Out
- Economical Pushbutton Suds-Stor
- Two-Cycle Wond-R-Dial for Normal or Delicate Wash
- Pushbutton Wash and Rinse Temperature Controls
- Automatic Pre-Soak Period
- Automatic Pre-Selected Wash Time
- Automatic Full or Partial Load Controls
- 4-Way Aquamatic Wash-Rinse Action
- Automatic Sediment Swirl-Out
- Rubber-Finned Agitator

Automatic Dryer

- Pushbutton Temperature Controls
- New Clothes Freshener
- Precision Electric Timer
- Porcelain-Finished Chassis and Drum
- One-Piece, All-Welded Chassis
- Safety Door Catch . . . Safety Cut-Off Switch
- Sealed Calrod® Heating Units
- Sealed-Chamber Models Require No Venting
- Air Blower Models Feature Giant Lint Drawer

Hotpoint WASHERS AND DRYERS ARE AVAILABLE IN 5 COLORTONES AND WHITE!

FOR EASY STEP-UP SELLING!

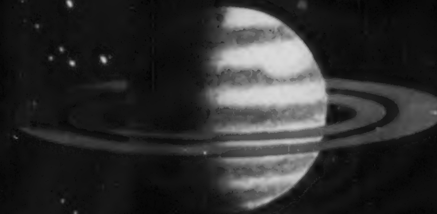
Hotpoint Deluxe Model LK22 Two-Cycle Pushbutton Washer.

Style-Matched Hotpoint Deluxe Pushbutton Sealed-Chamber Dryer Model LG27. This Dryer Also Available in Air Blower Model LB22.

Hotpoint Automatic Model LK21 . . . Automatically Fills, Washes, Rinses and Spin Dries.

Style-Matched Hotpoint Air Blower Dryer Model LB21 Featuring Giant Lint Drawer.

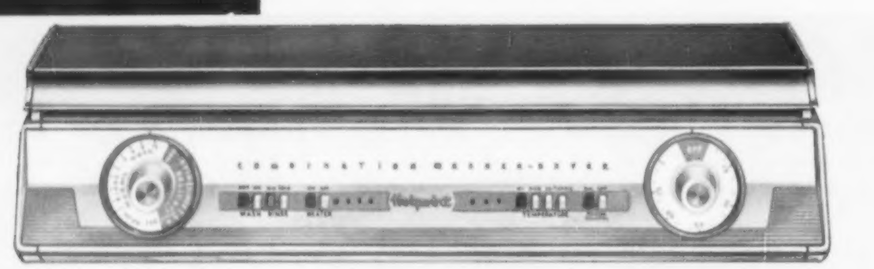
Launders So Many Things So Well!



the new Hotpoint "COMBO" washer-dryer

A complete home laundry in one unit!

- ☆ Washes and Dries In One Operation—
- ☆ Or Operates As a Washer Alone—
- ☆ Or Operates As a Dryer Only!



HERE IS REAL HOME LAUNDRY VERSATILITY!

1. **COLOR-LIGHTED PUSHBUTTONS . . .** Select wash and rinse water temperatures and correct drying temperatures automatically with convenient color-lighted Pushbuttons. Buttons light up in brilliant easy-to-see colors.

2. **TWO COMPLETE WASHING CYCLES . . .** Wond-R-Dial gives you two-cycle flexibility. Normal cycle for regular or heavily soiled fabrics—delicate cycle for lightly soiled and man-made fabrics. All clothing is safe.

3. **PRE-SELECTED WASH TIME . . .** Wond-R-Dial lets you pre-select desired wash time and right washing cycle for any kind of fabric. Any period can be lengthened, skipped or repeated for real flexibility.

4. **WONDER-HEATER . . .** The special Hotpoint Water Heater boosts temperature of wash water to help assure greater washing efficiency. Saves hot water.

5. **PORCELAIN PROTECTION AGAINST RUST AND STAINS . . .** The counter top, inner chassis and tumbler drum are porcelain finished to provide rust and stain resistant surfaces.

6. **SEE-THRU DOOR . . .** Convenient port in door allows you to observe operation during any part of the washing or drying cycle. Distinctive design adds beauty to appearance.

the Hotpoint "COMBO"

saves space *saves work* *saves time*

Fashioning a NEW ERA in cooking!

Whatever she's like... there's a Hotpoint

Two-oven Luxury in Only 30 Inches of Space!

- Twin-Glo Vertical Broiler
- Exclusive, New Two-Way Super-Matic Unit
- New, Automatic Coffee-Perk Fits into Deep Well (optional)
- Mealtimer Provides Time Control for all Surface Units
- Simple, Easy-To-Use Pushbuttons on ALL Models
- Oven Time Center Starts and Stops Meals
- New Silver Grey Banquet-Size Oven

These are two of Hotpoint's three beautiful Fashion-Front 30-inch Automatic Electric Ranges. They offer selling features ordinarily found in only 39-inch, deluxe model ranges. With Hotpoint Super-30 Super Deluxe ranges your customers can enjoy country-style barbecue indoors . . . automatic baking, thrift cooking, deep fat frying, and range-top cooking . . . a Mealtimer that watches the cooking while the cook's away, and a Giant-Size Super Oven that cooks a complete meal for 24. A Coffee-Perk that makes 1½ gallons of coffee in 25 minutes is optional. That's a lot of luxury to put into 30 inches of space.

Super-30 Super Deluxe Pushbutton Automatic Electric Range Model RU-1

Hotpoint Twin-Glo Broiler

New, deluxe Twin-Glo Vertical Broiler speed-broils steaks and chops—nearly twice as fast—to delicious charcoal-broiled taste and appearance. New automatic time and temperature controls let you broil any kind of food at the *exact* temperature each food needs. Twin All-Calrod® units with bright reflectors on both sides produce this faster broiling, without smoke. Juices are sealed in.

Hotpoint Super-30 Deluxe Pushbutton Automatic Electric Range Model RT-1

Deluxe Big Range Features in a Compact 30 inches!

- New Fashion-Front Styling
- New Rota-Grill Rotisserie
- Silver Grey Super Oven Cooks For Two . . . or For Banquets
- "Super 2600" Calrod® Unit—Super Fast
- Thrift Broiler—For Broiling While Super Oven Cooks Rest of Meal
- Deluxe Oven Timing Clock
- Calrod Golden Fryer (optional)

Price-Planned for Easy Step-Up Selling!

There's a Hotpoint Electric Range for every family budget—priced to help you SELL UP. . . . six new 39-inch models and three new 30-inch models in all—each with Pushbutton controls.

Only with Hotpoint can you add to your profits in easy gradual steps by adding Hotpoint optional accessories to make the Range that's selected as deluxe as your customers desire!

Hotpoint Automatic Electric Ranges are available in five Hotpoint Colortones and classic white. Each is equipped with new quick-set circuit breaker protection!

Automatic RANGE she'll like!

the New Glamor Queen of the Kitchen!

"See the range that calls you with music when the roast is done"

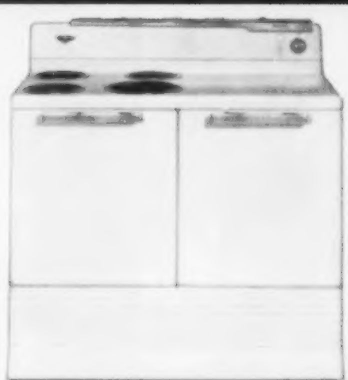
What a traffic-stopper! Hotpoint's exclusive new musical Roast-Right Thermometer not only helps to *cook* "tenderly"—it actually *plays* it when the meat or fowl is done. The Roast-Right indicator is set for the degree of doneness desired—and the Hotpoint RD-26 Range does the rest. When the food is cooked *precisely* to the pre-selected setting, a music box plays the tune, "Tenderly".

COFFEE-PERK

Hotpoint's exclusive NEW giant-size coffee maker fits into Deep-Well and brews 1½ gallons in just 25 minutes—enough coffee to serve 24 people all at once.

HOTPOINT SUPER DELUXE DOUBLE OVEN RANGE MODEL RD-26

- Musical Roast-Right Thermometer
- Coffee-Perk—1½ Gallon Coffee Brewer Fits into Deep Well
- New Two-Way Supermatic Calrod Unit
- Custom Cooker and Server
- Timed Color-Lighted Pushbuttons
- Two Silver Grey Ovens
- Rota-Grill • Handi-Over Grill • Handi-Raise Broiler



Hotpoint Budget-Priced Pushbutton Model RB-71 Single Oven Range

Model RB-72 has Fluorescent Lamp and Oven Timing Clock.

- World Famous Hotpoint Quality at a Budget Price
- Pushbutton Controls
- "Super 2600" Calrod Unit
- New Silver Grey Oven Linings
- All-Calrod Super Oven
- Automatic Oven Temperature Control
- Big Storage Drawer

Hotpoint

Pushbutton Deluxe Single Oven Range Model RB-73

Double-Oven Model RB-74 has Golden Griddle.

- Fluorescent Lamp
- Pushbuttons
- Raisable Thrift Cooker
- "Super 2600" Calrod Unit
- Oven Timing Clock
- Minute Timer
- Silver Grey Super Oven
- Golden Griddle and Golden Fryer (optional)


Hotpoint is OUT FRONT
MODEL 7EW12
12 CUBIC FT.
Hotpoint TWO-DOR
REFRIGERATOR-FREEZER
The Hotpoint New Look of Beauty
That Stands Alone!
Giant 91-lb. capacity food freezer has 2-row juice rack and door shelf.
Four-way aluminum shelves glide in and out, can be moved up and down.
Dairy Stor has spread control Butter Bin, Cheese Keeper, Egg Shelf.
Rollers make cabinet easy to move for cleaning behind, beneath and beside it.
11.4 CUBIC FT.
Hotpoint
EYE-HI MODEL
With Freezer Below
Refrigerator at convenient eye-level . . . 123-lb. capacity food freezer below.
Dairy Stor has spread control Butter Bin . . . porcelain-on-steel Crispers.
Frost-Away Automatic Defrosting . . . all-aluminum shelving . . . handy meat tray.
Equipped with Rollers on all four corners.
MODEL 7EL11
12.2 CUBIC FT.
BIG CAPACITY
Hotpoint
REFRIGERATOR-FREEZER
Extra-large fresh food compartment—4 deep door shelves.
75-lb. capacity True Food Freezer . . . Frost-Away automatic defrosting.
Porcelain-on-steel vegetable crispers . . . aluminum refrigerator shelves.
Rollers optional . . . make cabinet easy to move for cleaning or decorating.
MODEL 7EG12

with a New Look of Beauty they

want in their next REFRIGERATOR!

Hotpoint

BIG BIN MODEL with TWO DOORS

- No stretching for bulky bottles, no stooping for vegetables with Big Bin.
- Giant 91-lb. capacity freezer has 2-row juice rack, door shelf, interior light.
- Frost-Away automatic defrosting, aluminum shelves glide in or out.
- Rollers make cabinet easy to move for cleaning or decorating behind it.

Big Bin Out Front...

with bulky bottles. Big Bin holds as many as 4 gallon bottles where they can be reached easily.

Big Bin Out Front...

with vegetables and fruit used around the clock. Showcase Crisper holds almost ⅔ bushel.

Big Bin Out Front...

to make refrigerator raids easy. Cover of Showcase is an ideal sorting surface or place to mix drinks.

the OUT-FRONT convenience features that put Hotpoint REFRIGERATORS OUT FRONT in '57!

OUT FRONT with TOUCH-OPEN Safety Door latch!

Opens the door with a touch—and it closes and stays closed with a nudge. As a safety measure, the door can be opened from the inside with a gentle push. Vinyl gasket for positive seal.

OUT FRONT with ROLLERS to make housework a clean sweep!

Rubber-cushioned rollers on all four corners make it easy to roll the refrigerator out from the wall for easy cleaning or decorating. Foot pedal brake locks refrigerator in place.

OUT FRONT with 4-WAY SHELVES to make food easy to reach!

Sturdy rod-type aluminum shelves glide in and out, move up or down to put food squarely OUT FRONT. Divided top shelf provides storage for bulky items such as turkeys.

OUT FRONT with DAIRY STOR to hold butter, eggs and cheese!

This is the largest, most complete dairy compartment of any refrigerator. Holds 2-lb. loaf of cheese—eight half-pound packages, a full pound of butter and 15 eggs.

OUT FRONT with more SEEABLE QUALITY... more SELLABLE QUALITY!


here is really BIG
deluxe REFRIGERATION!
NEW 18-FT. Combination
Gives INSIDE-OUT Convenience
for Everything
More than 18 cu. ft. of capacity—yet the cabinet is only standard refrigerator width—32 inches wide!
MODEL 7EP18
18.4 CUBIC FT. Hotpoint
GIANT-SIZE
REFRIGERATOR-FREEZER
For the families who need giant-size refrigerator convenience and frozen food space.
Giant 11.1 Cubic Ft. Big Bin Refrigerator and 256-lb. (7.3 Cubic Ft.) capacity true food freezer all in one.
2 sliding baskets bring frozen food OUT FRONT. Shelves in freezer door for every-day items.
Large Dairy Stor for cheese, butter and eggs. Frost-Away automatic defrosting.
With Hotpoint's Big Bin at convenient waist height.
and for Hotpoint luxury on a budget!
MODEL 7EG11
10.7 CUBIC FT.
Hotpoint
REFRIGERATOR-FREEZER COMBINATION
MODEL 7EH11
10.7 CUBIC FT.
Hotpoint
REFRIGERATOR-FREEZER WITH BIG BIN
MODEL 7EB11
10.8 CUBIC FT.
Hotpoint
LOWEST PRICED FAMILY SIZE REFRIGERATOR
MODEL 7EB8
7.7 CUBIC FT.
Hotpoint
COMPACT REFRIGERATOR
Hotpoint REFRIGERATORS are available in 5 Hotpoint colortones and classic white!

You're set, safe and sure with
Hotpoint
FOOD FREEZERS!
There's a Hotpoint Freezer for every need and the need is growing
Hotpoint
UPRIGHT FOOD FREEZERS
MODEL 7FM-12
Hotpoint Upright Freezer
11.9 Cubic Ft.—417 Lb.—Capacity
Hotpoint Upright Freezers have double-action freezing—coils in shelves for fast contact freezing, and in walls for low even temperature. Aluminum liner conducts cold 4 times faster than steel. Automatic temperature control adjusts from zero degrees to 10 below zero.
Hotpoint Uprights also offer adjustable shelves . . . tilt-down door racks . . . large storage basket . . . glass fiber insulation . . . interior light . . . built-in door locks . . . Capri color styling . . . and a Food Protection Warranty that provides full five-year protection against food spoilage.
MODEL 7FM-18
Hotpoint Upright Freezer
18 Cubic Ft.—630 Lb.—Capacity
MODEL 7EK17
Hotpoint Compact Chest-Type
17 Cubic Ft.—595 Lb.—Capacity
MODEL 7EK19
Hotpoint Urban Home Chest-Type
19.2 Cubic Ft.—672 Lb.—Capacity
MODEL 7EK26
Hotpoint Giant Size Chest-Type
25.9 Cubic Ft.—907 Lb.—Capacity
Hotpoint
CHEST-TYPE
FOOD FREEZERS
Hotpoint Chest-Type Food Freezers embody all the high freezing qualities and protection of the Hotpoint Uprights. In addition they offer vertical dividers to divide main food storage compartments into sections . . . sliding baskets to allow orderly storage and keep current food needs within easy reach . . . cake and pie racks . . . and counterbalanced lids that respond to finger-tip pull on new type handle. Shell-type condenser prevents sweating.
Your Customers will be MEALS AHEAD
with Hotpoint "MILES AHEAD"
FOOD FREEZERS!

Incomparable Hotpoint BUILT-INS

offer the Variety—Styles—Features—and *prices* to delight every buyer!

You'll make maximum sales and maximum profits in the booming market for Built-Ins with the most famous and beautiful Line in America. The Hotpoint Customline is unequalled in its wide variety—its superlative quality—and its sales appeal. In 1957, Customline is better than ever!

- **Your choice of five ovens** . . . De luxe Bi-Level Double Oven Model and 4 single oven models—all fit into a 24-in. cabinet. There's a host of new women-wanted features—the Roast-Right Thermometer for perfect roasting of meat and fowl. Rota-Grill Rotisserie for "outdoor style" barbecues in the kitchen, Automatic Timer, Picture Window Door, Eye-Level Controls, Handi-Raise Broiler Racks, Calrod® Bake and Broil Units.
- **Your choice of seven surface cooking sections** . . . three 4-unit models including de luxe 30-in. Stack-On with pushbuttons and automatic controls, special 30-in. Drop-In, and special 21-in. Drop-In. There are three 2-unit sections with remote control pushbuttons, a plug-in automatic Golden Fryer and plug-in automatic Golden Griddle.
- **Your choice of seven finishes** . . . Matching ovens and surface units are available in 5 glowing Colortones, rich Coppertone, and gleaming Stainless Finish.

In 1957, give Mrs. America what she wants—Hotpoint Built-In Ovens and Surface Units!

1957 Hotpoint Customline

REFRIGERATORS AND FREEZERS...

Built-in Beauty -

At the same price of many free-standing models!

When women see the clean-lined beauty of these brilliantly styled Built-Ins—when they examine their wonderful Hotpoint features—they'll appreciate *immediately* that they're buying refrigeration that's truly designed for *modern living*.

Only Hotpoint offers ALL these outstanding advantages: —big capacity—compact design—choice of models for deluxe or low-cost kitchens—left- and right-hand doors at no extra cost—"touch-open" safety door latches—vacuum-sealed Thriftmaster unit—5-year protection plan—your choice of 5 glowing Colortones, Coppertone, and Stainless Steel.

12 cu. ft. REFRIGERATOR-FREEZER (*at right above*)—75-lb. True Food Freezer, Ideal-Humidity Refrigerator, Frost-Away Automatic Defrosting, Dairy-Stor, Aluminum Door Shelves, 4-Way Aluminum Shelves, Porcelain-Steel Crispers.

417-lb. FREEZER (*at left above*)—Double-Acting Freezing, Aluminum Door Racks, Juice Dispenser with 25 can capacity, Adjustable Shelf, Large Storage Basket.

10.8 cu. ft. REFRIGERATOR (*at left*)—49-lb. Freezer, Chiller Tray, 4 Deep Door Shelves, Full-Width Ideal-Humidity Crisper.

These units have been designed and engineered as true "Built-Ins," yet they're easy to install—with no special supports or separate compressor installation required.

And these outstanding Built-Ins are priced to compete with most free-standing models!

COLORTONES

America's MOST wanted

Appliance –

the Hotpoint

modular kitchen!

Women lose their hearts when they see this handsome combination of the very finest pushbutton appliances and cabinets—all under one gleaming stainless steel countertop!

In beautiful styling—in compact work-saving efficiency—in superb appliance performance—nothing can equal the sales appeal—or profit potential—of Hotpoint Modular Kitchens . . . BECAUSE . . .

Every time you sell ONE Hotpoint Modular Kitchen, you profit from the sale of SEVEN units! It's the BIGGEST TICKET sale in the business!

In one compact unit—
A complete cooking *and* clean-up center!

9 FEET OF GLEAMING PUSHBUTTON LUXURY—

1. De luxe Super Oven with Rota-Grill Rotisserie.
2. 4 Calrod® Surface Cooking Units, including raisable automatic unit under deep-well cooker.
3. Automatically-controlled Plug-In Griddle.
4. De luxe pushbutton Dishwasher.
5. Disposall® Food Waste Disposer (optional).
6. Seamless, stainless steel countertop and sink with Wonderflo single-control faucet. Pushbutton controls and appliance outlets.
7. Roomy storage cabinets and drawers.

Available without oven and oven cabinet for use with separate built-in oven—or with undercounter oven as shown below.

One-piece Stainless Steel Top and Sink—Available Separately

You can offer women the gleaming beauty, the lifetime durability, and the work-saving convenience of Hotpoint Modular Tops—with wood or metal cabinets of their choice. Can be combined with any Hotpoint wall oven, dishwasher, and refrigerator.

COLORTONES

Proved Dependability In Over 1,500,000 Homes

½ of all electric water heaters ever built have been built by Hotpoint—and only 3 in 1,000 have ever needed service.

Hotpoint announces new Built-In Water Heaters—the only kind of Water Heater that can be installed anywhere in your home! They can be placed under kitchen counters—in bathroom closets—linen closets—wherever it's convenient and close to point of use.

And they can be installed in "dead corners" in "L"-shaped kitchens—and cost less than lazy-susan corner cabinets!

Built-Ins come in 30, 40, and 50-gal. sizes. Heavily insulated and ready for easy installation . . . with Calrod® Magic Circle Heat . . . Automatic Thermostat . . . Full Warranty!

Also available—free standing round models and table top models—and Quick-Recovery Super Speed units and cement-lined, rust-proof Perma-Stone models.

Offer your customers Hotpoint—the finest, most famous Electric Water Heaters in America!

Hotpoint electric
water heaters

SUBSTANTIAL PROFITS FOR YOU...
enduring satisfaction for your customers

new 1957
Hotpoint
Disposall®
food waste disposers

- **Easiest to sell**—because of their combination of low price with deluxe features! New models now offer more thorough grinding, quieter operation, jam-free design, longer life.
- **Easiest to install**—because plumbers helped design them to save installation time and costs. Both upper and lower housings turn 360 degrees—independently of each other—to line up with drain line and to simplify installation with a pump-drain dishwasher. Screwdriver and wrench are only tools needed to mount Disposer to sink.

More and more communities—AND MORE AND MORE HOUSEWIVES—are outlawing old-fashioned methods of food waste disposal! So sell the best—sell Hotpoint . . . and let these quality leaders swell your profit volume for you.

DISHWASHERS
extra-quality features!

Homemakers know that no other dishwasher can give the superb performance and the enduring satisfaction of Hotpoint Mobile Dishwashers. No other dishwasher—mobile or otherwise—offers all these most-wanted quality features!

- **Full-size** . . . . not a midget! 24″ width holds complete service for 8!
- **Fully automatic!** Just load and push the button. Nothing else to do!
- **Fully mobile!** Rolls to the table for loading. Rolls to the sink for washing . . . Rolls out of the way when not in use.
- **No installation cost!** Just plug in. No plumbing or wiring alterations needed!
- **Roll-R-Rack convenience!** Top and bottom racks slide out separately for easy loading. Hotpoint Roll-R-Racks are preferred better than 4 to 1 over ordinary racks.
- **Maple cutting top!** The handiest work surface in the kitchen for cutting, slicing, and chopping!
- **Colortones,** Coppertone, and White.

All these -Plus Spot-Less Dishwashing!

Hotpoint under-counter
DISHWASHERS
Offer maximum sales appeal and ease of installation!

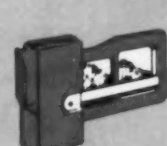
Spot•Less Dishwashing and famous Hotpoint quality construction make this deluxe under-counter model a profit leader!

24 inches wide, it is easily installed in place of a standard kitchen cabinet. All connections can be made from front. QuiKonect pump-drain model cuts installation costs as much as 50% in remodeling jobs, or gravity-drain model for new construction. Coppertone, Stainless Steel, Colortones and White.

Here's the secret of Hotpoint Spot•Less DISHWASHING!

- **Automatic pre-rinsing**—New, more powerful action loosens food particles and flushes them down the drain—*before* washing action starts. No need for hand rinsing!

- **Spot•Less washing**—Two separate 5-minute washes—with *fresh* detergent automatically released for each wash—remove every trace of food soil and dulling film.



- **Spot•Less rinsing**—Super wetting agent—"Rinse-Dry"—is automatically injected into the second of two thorough rinses. "Rinse-Dry" breaks surface tension of water so drops can't form and dry as spots.

- **Spot•Less drying**—The automatic result of Hotpoint Spot•Less Washing and Spot•Less Rinsing, followed by sanitary drying in electrically-heated pure air.

Hotpoint Spot•Less Action makes dishes sparkle, glasses gleam, silver glisten, pots and pans shine!

Rinsed with ordinary water.

Rinsed the Spot•Less way.

COLORTONES

Woodland Brown	Sunburst Yellow	Meadow Green	Coral Pink	Seafoam Blue

PROMOTIONAL MODELS ALSO AVAILABLE

High in quality, yet low in price—to help dealers build maximum store traffic.

Hotpoint HI-VI—the

HOT FEATURES

This big-screen console incorporates all the luxury features offered in Hotpoint's exciting new line, including Mirrorized Picture Tube and big Dynapower Speaker with Bass Range Extender. *Comes with or without power tuning.* Cabinet is rich Mahogany Veneer and equipped with casters. Graceful simplicity of design adds beauty to any decor. (261 square inches of viewable picture area.) Shown: Model 21S551.

Here's a big-screen table model that offers all the advanced features of the new Hotpoint HI-VI TV in a smart Mahogany finish metal cabinet, but at a cost comparable to many low-priced sets. Features include Power Tuning, "Lighthouse" Channel Spotter, Automatic Focus, Dynapower Speaker, and many others. (261 square inches of viewable picture area.) Shown: Model 21S402.

A NEW CONCEPT IN TELEVISION PLEASURE!

a new HIGH in VIVID picture!

a new HIGH in VIVID sound!

a new HIGH in VIVID styling!

RICHER PICTURE CONTRASTS
—SOUND THAT SURROUNDS
AUTOMATIC CAREFREE OPERATION

THE ULTIMATE IN LUXURY TV STYLING!

Hotpoint HI-VI Combines Every Major Electronic Improvement Of The Last Eleven Years—

TV'S BRIGHTEST PICTURE!

- Mirrorized picture tubes give 80% brighter picture.
- Shaded glass produces blacker blacks—wider range of greys.

TV'S MOST VIVID LIFELIKE SOUND!

- Warp-proof aluminum voice coil brings truer high-fidelity FM sound.
- Bass range extender captures rich bass sounds not audible on other sets.

HOTPOINT HI-VI SAYS GOODBYE TO DIAL TWISTING!

- Power tuning—at the touch of a button it automatically rotates tuner both ways to active station and locks it there for perfect picture.
- Remote control—(at modest extra cost) changes channels on Power Tuning models from anywhere in the room.

HOTPOINT HI-VI VOLUME STAYS SET!

- Stay-Set volume control sets the volume where it's wanted and keeps it there, even when the set is turned on and off.

HOTPOINT HI-VI AUTOMATICALLY MATCHES SIGHT AND SOUND!

- Sight 'N' Sound tuner perfectly matches the sound with the picture for best reception.
- Automatic focus keeps the picture in constant focus eliminating need for adjustment.
- Automatic gain control gives uniform picture contrast and sound from weak and strong stations.

HOTPOINT HI-VI CIRCUITS MEAN FEWER SERVICE CALLS!

- New Hotpoint printed circuit board has more than 50% of all circuits printed for simplicity.
- 80% of all connections are dip-soldered to insure against weak connections.

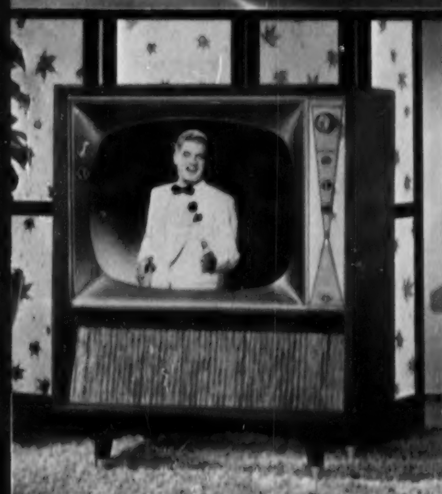
Industry's Hottest New TV Line!

HOT STYLING • HOT PRICES

This new popular-priced Hotpoint Portable TV comes in smart two-tone Smoky Grey and Pearl Grey. It is the ideal second set for any family. Sturdy, 32-pound cabinet resists wear and tear. The front is removable for cleaning ease and convenience. Has gleaming chrome handle for easy, effortless portability. (96 square inches of viewable picture area.) Shown: Model 14S201.

The lightweight, easy-to-carry 13-lb. Portable in Sunset Red and Sand White color combination. It is so compact and so light, you can make it your companion wherever you go! And its big-set performance and vivid picture are really outstanding. (43 square inches of viewable picture area.) Shown: Model 9S102.

Tops in portable TV, this beautiful new Hotpoint has a "big-picture" screen. Its dashing Seashell Pink and Sand White aluminum case has a "take me with you" look. Weighs only 32-lbs., yet this Portable is loaded with big-set features. (144 square inches of viewable picture area.) Shown: Model 17S301.



On top of the "Best Buy" list. This big-screen console comes in Mahogany-Finish Masonite Cabinet. Automatic Matched Sight 'N' Sound Tuner, Hotpoint Mirrorized Picture Tube, Automatic Focus, Bass Range Extender and Shaded Glass. (261 square inches of viewable picture area.) Shown: Model 21S501.

No Blur . . . No Picture Jitter . . . No Fade-Out . . . No Coarse Lines . . . No Picture Jump . . . No Drift . . . No Diagonal Lines . . . No Interference . . . and

NO DOLLARS IN DOGS!

Hotpoint's 16 TV models were picked for quick turn-over, high profit, and have become the *hottest line in TV history*—your opportunity for greater NET TV profit!

The ultimate in luxury TV. In rich Oak veneer cabinet on casters. Giant screen with 324 square inches of viewable picture area. Combines both modern and classic styling. Has Power Tuning, "Lighthouse" Channel Spotter, Automatic Tuning and all of Hotpoint's luxury features. Shown: Model 24S802.

Introducing NEW dimensions for INCREASED AIR CONDITIONER SALES!

the new Hotpoint SILL-O-ETTE

more light . . . greater visibility

IN THE WINDOW—

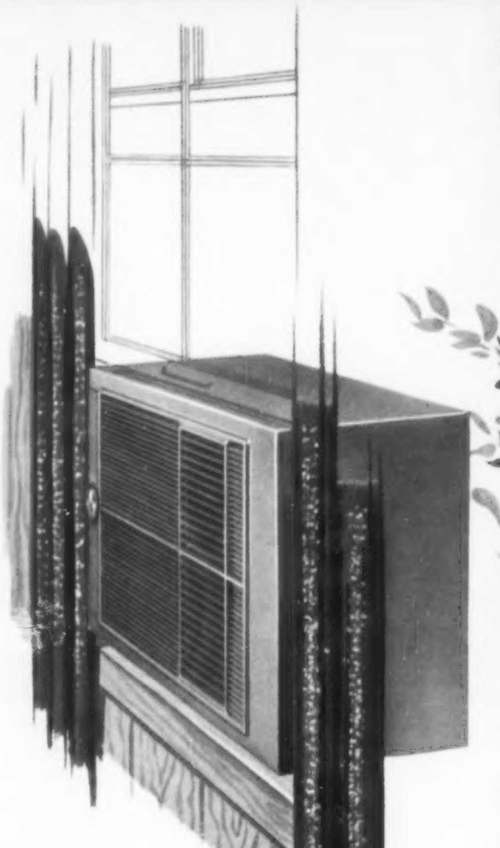
This low, thin, compact model installs easily, snugly into the window—allows more light from outside, more visibility from inside. Only its modern color-styled front shows in the room.

OR IN THE WALL—

Picture-pretty Hotpoint Sill-O-Ette can be installed right in the wall. Customers building or remodeling their homes will be glad to take advantage of this new trend in air conditioner installation.

Pleasant two-tone color combinations in beige or blue-green complement decorative tastes. Even the pushbutton controls are hidden so that the simplicity of design is not disturbed.

Sill-O-Ette cools the air with the power of more than eight refrigerators. The Electrostatic Filter traps even microscopic impurities. Three-speed fan circulates air to all parts of the room without drafts. Up to 12 gallons of moisture removed from humid air in 24 hours. Three models: 1, 1½ HP and new 1 HP, 115 V. Unit. Interchangeable chassis glide in and out for easy installation, servicing.



NEW HIDE-AWAY DESIGN—

It's THIN . . . just 17 inches from decorative front to back. It's LOW . . . just 16½ inches from top to bottom. There is no unsightly overhang or lost floor space. Drapes hang evenly in front of it when not in use. The Hotpoint Sill-O-Ette *fits into the home.*

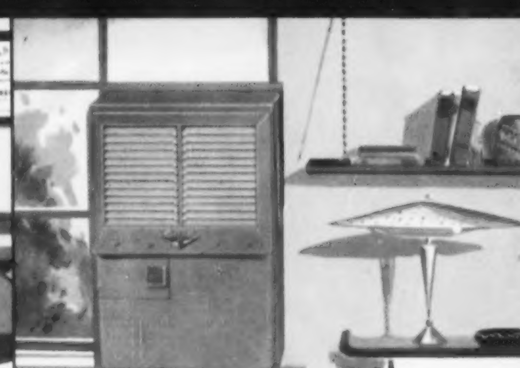
STYLED FROM A WOMAN'S POINT OF VIEW... DESIGNED TO DO A MAN-SIZE JOB!

the Hotpoint wind-o-slim

Modern comfort at modest cost. Compact, color-styled units in ¾, 1 and 1½ HP capacities, including new 1 HP, 115V. model. Interchangeable fronts allow choice of three two-tone color combinations. Easily installed flush inside or one-third indoors.

the Hotpoint Regency 200

Power . . . in a small package! 2 HP pushbutton model, completely redesigned and reduced in dimensions. Provides maximum cooling for offices, places of business, even entire homes. Can be mounted flush with window sill, or half-in, half-out.



the Hotpoint Compact

"Plug-in" ½ and ¾ HP models designed for easy installation in casement or small, narrow windows. Can be installed half-in and half-out, or completely inside. Features include automatic thermostat, Electrostatic Filter and pushbuttons.

Hotpoint

Dynamic NEW Line for '57

WILL BE BACKED BY A *Dynamic* ADVERTISING AND MERCHANDISING CAMPAIGN AIMED RIGHT AT YOUR CUSTOMERS!

Hotpoint dealers will be supported by the strongest advertising and merchandising campaign in Hotpoint history. Your customers will be pre-sold with—

FOR '57 Dynamic

Smashing National Magazine Advertising

PLUS

Dominant Newspaper Advertising

PLUS

Television and Radio

PLUS

Spectacular Outdoor Advertising

And In Addition...

You will be supported by sales-exciting local promotions to attract buying traffic to make this hard-hitting advertising pay off *right at your store.* The time was never better than *NOW* to do business under the Hotpoint banner.

Here are the Hotpoint distributors who are ready to help you make 1957 the best year you ever had. Get in touch with the Hotpoint distributor nearest you!

ALABAMA
Hotpoint Appliance Sales Co.
229 South 21st Street
Birmingham, Alabama

Graybar Electric Co., Inc.
701 N. Joachim Street
P. O. Box 1123
Mobile 6, Alabama

ARIZONA
Hotpoint Appliance Sales Co.
1102 N. 22nd Avenue
Phoenix, Arizona

ARKANSAS
Hotpoint Appliance Sales Co.
603 E. Markham Street
P. O. Box 1298
Little Rock, Arkansas

CALIFORNIA
Hotpoint Appliance Sales Co.
1234 "O" Street
Fresno, California

Hotpoint Appliance Sales Co.
700 Turner Street
Los Angeles 54, California

Graybar Electric Co., Inc.
1911 Union Street
Oakland 7, California

Graybar Electric Co.
1900 Fourteenth Street
Sacramento 1, California

Hotpoint Appliance Sales Co.
450 Second Avenue
San Diego 12, California

Graybar Electric Co., Inc.
1750 Alameda Street
San Francisco 1, California

COLORADO
Hotpoint Appliance Sales Co.
1429 18th Street
Denver 17, Colorado

CONNECTICUT
Hotpoint Appliance Sales Co.
1899 Seaview Avenue
Bridgeport 8, Connecticut

Hotpoint Appliance Sales Co.
2964 Main Street
Hartford 1, Connecticut

Hotpoint Appliance Sales Co.
74 Forbes Avenue
New Haven 13 Connecticut

DELAWARE
Graybar Electric Co., Inc.
915 South Heald Street
Wilmington 1, Delaware

DISTRICT OF COLUMBIA
Hotpoint Appliance Sales Co.
705 Edgewood Street
Washington 17, D. C.

FLORIDA
Hotpoint Appliance Sales Co.
530 E. Forsyth Street
Jacksonville 2, Florida

Hotpoint Appliance Sales Co.
2770 N.W. 24th Street
P. O. Box 613
Miami 52, Florida

Hotpoint Appliance Sales Co.
P. O. Box 1946
429 Hamer Street
Orlando, Florida

Hotpoint Appliance Sales Co.
P. O. Box 2545
Parcel Post Station
Tallahassee, Florida

Hotpoint Appliance Sales Co.
604 Ella-Mae Street
P. O. Box 1287
Tampa 1, Florida

GEORGIA
Hotpoint Appliance Sales Co.
412 Hodges Avenue
P. O. Box 1150
Albany, Georgia

Hotpoint Appliance Sales Co.
710 Murphy Avenue S.W.
Atlanta 1, Georgia

Hotpoint Appliance Sales Co.
1547½ 15th Street
P. O. Box 3334
Augusta, Georgia

Hotpoint Appliance Sales Co.
917 Old Louisville Road
P. O. Box 984
Savannah, Georgia

IDAHO
Graybar Electric Co., Inc.
1325 Idaho Street
Boise, Idaho

ILLINOIS
Hotpoint Appliance Sales Co.
845 S. Clinton Street
Chicago 7, Illinois

Hotpoint Appliance Sales Co.
811 21st Street
Rockford, Illinois

INDIANA
Graybar Electric Company, Inc.
2110 N. Faris Avenue
Evansville, Indiana

Hotpoint Appliance Sales Co.
2001 Broadway
Fort Wayne, Indiana

Hotpoint Appliance Sales Co.
1250 Stadium Drive
Indianapolis 2, Indiana

Hotpoint Appliance Sales Co.
904 Burlington Drive
Muncie, Indiana

Hotpoint Appliance Sales Co.
406 Columbia
South Bend, Indiana

Hotpoint Appliance Sales Co.
641 Ohio Street—Room 37
Terre Haute, Indiana

IOWA
Rock Smith Co.
1111 E. River Drive
Davenport, Iowa

Hotpoint Appliance Sales Co.
75 Washington Avenue
Des Moines, Iowa

Hotpoint Appliance Sales Co.
1812 N. 13th Street
Sioux City, Iowa

KANSAS
Hotpoint Appliance Sales Co.
1401 Fairfax Trafficway
Building "C"
Kansas City, Kansas

Hotpoint Appliance Sales Co.
616 S. Commerce St.
Wichita, Kansas

KENTUCKY
Graybar Electric Co., Inc.
360 Farmington Avenue
Louisville 13, Kentucky

LOUISIANA
Graybar Electric Co., Inc.
2442 Ted Dunham Avenue
Baton Rouge 1, Louisana

Hotpoint Appliance Sales Co.
6 & 8 Breard Street
P. O. Box 995
Monroe, Louisiana

Graybar Electric Co., Inc.
1116 Magnolia Street
New Orleans 13, Louisiana

Hotpoint Appliance Sales Co.
90 Fannin Street
Shreveport, Louisiana

MAINE
Hotpoint Appliance Sales Co.
Box 819
180 Anderson Street
Portland, Maine

MARYLAND
D. & H. Distributing Co., Inc.
2025 Worcester Avenue
Baltimore 30, Maryland

MASSACHUSETTS
Hotpoint Appliance Sales Co.
145 N. Beacon Street
Boston 35, Massachusetts

Hotpoint Appliance Sales Co.
484 Worthington Street
Springfield 1, Massachusetts

Hotpoint Appliance Sales Co.
163 Mechanic Street
Worcester 8, Massachusetts

MICHIGAN
Hotpoint Appliance Sales Co.
12600 Southfield Road
Detroit 23, Michigan

Hotpoint Appliance Sales Co.
206 Grandville Avenue
Grand Rapids, Michigan

MINNESOTA
Graybar Electric Co., Inc.
1732 W. Michigan
Duluth 2, Minnesota

Graybar Electric Co., Inc.
824 S. Fourth Street
Minneapolis 15, Minnesota

MISSISSIPPI
Graybar Electric Co., Inc.
154 E. Porter Street
Jackson 9, Mississippi

MISSOURI
Hotpoint Appliance Sales Co.
P. O. Box 8367
Kersey Coates Station
Kansas City, Missouri

Hotpoint Appliance Sales Co.
2647 Locust Street
St. Louis 3, Missouri

Hotpoint Appliance Sales Co.
1733 E. Trafficway
Springfield, Missouri

MONTANA
Graybar Electric Co., Inc.
604 E. Aluminum Street
Butte, Montana

NEBRASKA
Hotpoint Appliance Sales Co.
1812 North 13th Street
Omaha, Nebraska

NEW JERSEY
Hotpoint Appliance Sales Co.
254 Elizabeth Ave.
Newark, New Jersey

NEW MEXICO
Hotpoint Appliance Sales Co.
820 N. First Street
Albuquerque, New Mexico

NEW YORK
Havens Electric Co., Inc.
31 Hudson Avenue
Albany, New York

Long's Distributors, Inc.
70 State Street
Binghamton, New York

Hotpoint Appliance Sales Co.
1210 Main Street
Buffalo 9, New York

Hotpoint Appliance Sales Co.
585 Hudson Street
New York, New York

Paul Jeffrey Co., Inc.
112 Baker Street E.
Industrial Park
East Syracuse, New York

NORTH CAROLINA
Hotpoint Appliance Sales Co.
24 Glendale Avenue
Asheville, North Carolina

Hotpoint Appliance Sales Co.
700 Tuckaseegee Road
Charlotte 6, North Carolina

Hotpoint Appliance Sales Co.
461 Robeson
Fayetteville, North Carolina

Hotpoint Appliance Sales Co.
1111 Willowbrook Drive
P. O. Box 3425
Greensboro, North Carolina

Hotpoint Appliance Sales Co.
200 Hooker Road
Greenville, North Carolina

Hotpoint Appliance Sales Co.
800 W. Poole Avenue
Raleigh, North Carolina

OHIO
Graybar Electric Co., Inc.
975 E. Tallmadge Avenue
Akron 10, Ohio

Hotpoint Appliance Sales Co.
215 West Third Street
Cincinnati, Ohio

Graybar Electric Co., Inc.
1100 E. 55th Street
Cleveland 3, Ohio

Hotpoint Appliance Sales Co.
146 N. Third Street
Columbus 15, Ohio

Hotpoint Appliance Sales Co.
601 E. Third Street
Dayton, Ohio

Hotpoint Appliance Sales Co.
1723 Tenth Street
Portsmouth, Ohio

Graybar Electric Co., Inc.
602 West Rayen Avenue
Youngstown, Ohio

OKLAHOMA
Hotpoint Appliance Sales Co.
3020 South Portland Avenue
Oklahoma City, Oklahoma

Hotpoint Appliance Sales Co.
1336 E. Sixth Street
Tulsa, Oklahoma

OREGON
Graybar Electric Co., Inc.
2180 W. Sixth Street
Eugene, Oregon

Graybar Electric Co., Inc.
P. O. Box 4169
Portland 9, Oregon

PENNSYLVANIA
Graybar Electric Co., Inc.
1941 Hamilton Street
Allentown, Pennsylvania

W. A. Case & Sons Mfg. Co.
20th & Ease Avenue
Erie 3, Pennsylvania

Graybar Electric Co., Inc.
1039 S. 13th Street
Harrisburg, Pennsylvania

Hotpoint Appliance Sales Co.
401 E. Hunting Park Ave.
Philadelphia 24, Pennsylvania

Hotpoint Appliance Sales Co.
200 W. River Avenue
Pittsburgh 12, Pennsylvania

PENNSYLVANIA (Continued)
Graybar Electric Co., Inc.
22 S. Third Street
Reading, Pennsylvania

RHODE ISLAND
Hotpoint Appliance Sales Co.
Harris Ave. & Acorn
Providence 1, Rhode Island

SOUTH CAROLINA
Hotpoint Appliance Sales Co.
1076 Berea Road
Columbia 17, South Carolina

SOUTH DAKOTA
Graybar Electric Co., Inc.
300 N. Phillips Street
Sioux Falls, South Dakota

TENNESSEE
Hotpoint Appliance Sales Co.
1228 Carter Street
Chattanooga, Tennessee

Hotpoint Appliance Sales Co.
353 S. Front Street
P. O. Box 309
Memphis, Tennessee

Hotpoint Appliance Sales Co.
2505 Brandsford Avenue
Tenn. Siding No. 307
Nashville, Tennessee

TEXAS
Graybar Electric Co., Inc.
1601 S. Treadway
Abilene, Texas

Graybar Electric Co., Inc.
601 E. Second Avenue
Amarillo, Texas

Graybar Electric Co., Inc.
1070 Fannin Street
Beaumont, Texas

Graybar Electric Co., Inc.
1311 Agnes Street
Corpus Christi, Texas

Graybar Electric Co., Inc.
717 Latimer Street
Dallas 1, Texas

Gorman Engineering Co.
1701 Texas Street
El Paso, Texas

Graybar Electric Co., Inc.
1107 Foch Street
Fort Worth 7, Texas

Graybar Electric Co., Inc.
1702 Cullen Blvd.
Houston 3, Texas

Graybar Electric Co., Inc.
1401 Hackberry Street
San Antonio 8, Texas

UTAH
Graybar Electric Co., Inc.
336 N. Third West Street
Salt Lake City 13, Utah

VERMONT
Hotpoint Appliance Sales Co.
180 Flynn Avenue
Burlington, Vermont

VIRGINIA
Hotpoint Appliance Sales Co.
2418 Granby Street
Norfolk, Virginia

Hotpoint Appliance Sales Co.
1503 Sherwood Avenue
Richmond 20, Virginia

Hotpoint Appliance Sales Co.
515 Norfolk Avenue, S.W.
Roanoke 16. Virginia

WASHINGTON
Graybar Electric Co., Inc.
King & Occidental Streets
Seattle 4, Washington

Graybar Electric Co., Inc.
1033 W. Gardner
Spokane 1, Washington

Graybar Electric Co., Inc.
2112 "A" Street
Tacoma, Washington

WEST VIRGINIA
Bluefield Supply Co.
116 Bluefield Avenue
Bluefield, West Virginia

Wheeling Kitchen & Equipment Co.
36th & McCollock
Wheeling, West Virginia

WISCONSIN
Hotpoint Appliance Sales Co.
1307 W. Spencer Street
Appleton, Wisconsin

Hotpoint Appliance Sales Co.
540 S. First Street
Milwaukee 1, Wisconsin

HAWAII
Honolulu Electrical Products Co., Ltd.
930 Clayton Street
Honolulu, Hawaii

Look to Hotpoint for the Finest ... First!

HOTPOINT CO. (A Division of General Electric Company) Chicago 44

RANGES • REFRIGERATORS • AUTOMATIC WASHERS
CLOTHES DRYERS • DISHWASHERS • DISPOSALLS
WATER HEATERS • FOOD FREEZERS •
AIR CONDITIONERS • CUSTOMLINE • TELEVISION

"Our appliance sales jumped 50% in 4 months! We're HOTPOINT CUSTOM-KITCHEN SPECIALISTS FROM NOW ON!"

"The Hotpoint Package gives unbeatable advantages over competition!"

"Our sales increased 40%! This is only the beginning of a BIG BUSINESS!"

monthly sales average
$10,000 INCREASE
for these 5 dealers as
Hotpoint CUSTOM-KITCHEN SPECIALISTS!

"We're doubling our modernization profits with Hotpoint!"

HERE'S THEIR 4-MONTH SALES RECORD...
621 HOTPOINT APPLIANCES 188 COMPLETE KITCHENS $200,000 SALES

These are the highlights of the sensational "The Connecticut Story"—the documented story with names, facts, and figures—about the profit possibilities awaiting you as a Hotpoint Custom-Kitchen Specialist! **Here's your big chance for maximum profits from the kitchen modernization boom!** Fill out the coupon for your "Connecticut Story"—and phone your Hotpoint Distributor today!

Only Hotpoint offers this complete package!

1. **Nationally-respected appliances** . . . unequalled in acceptance, quality, variety.
2. **Appliance prices** . . . that enable you to meet any competition!
3. **Profitable arrangements** . . . with cabinet and accessory manufacturers . . . arranged by your Hotpoint Distributor!
4. **Sub-contractor arrangements** . . . also arranged by your Distributor.
5. **Kitchen Planning Service** . . . to make you an outstanding modernization authority.
6. **Powerful merchandising and advertising materials** . . . to bring you prospects.
7. **Versatile finance plans** . . . for you and your customers.

"With Hotpoint, our sales jumped $100,000 in '56—and it'll be $200,000 in 1957!"

look to **Hotpoint** *for the finest...first!*

RANGES · REFRIGERATORS · AUTOMATIC WASHERS · CLOTHES DRYERS · DISHWASHERS · DISPOSALLS · WATER HEATERS · FOOD FREEZERS · AIR CONDITIONERS · CUSTOMLINE · TELEVISION

HOTPOINT CO. *(A Division of General Electric Company)* **Chicago 44**

Hotpoint Co., Builder Full Line Division
5600 West Taylor Street, Chicago 44, Illinois

Dear Sir:
Please send me a copy of "The Connecticut Story."

Your Name __________

Your Company's Name __________

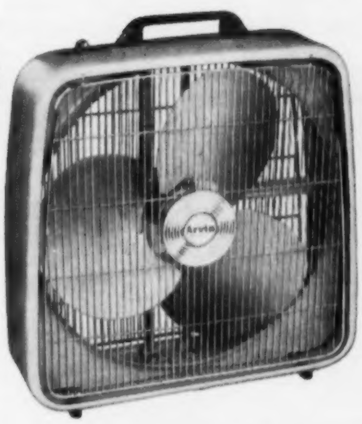
Address __________

City __________ State __________

draws the main stream of FAN TRAFFIC... full range of top-quality window-portables

64.95

Model 7730 (matching window panels included)



52.95

Model 7620 (matching window panels, $5.50)

32.95

Model 7614

Arvin 20" Automatic, Thermostat-controlled, Electrically Reversible Window and Portable Fan

Turns on and off by itself as room heats or cools. Changes from intake to exhaust at flick of a switch. Expandable panels easily installed in any double-hung sash, 27" to 36½" wide. Three speeds: low, high, super-high. Superb Arvin construction with electronically balanced blades, rubber-mounted; 4-point cross-braced support for the 6-pole induction motor. Coppertone finish, chrome grille.

Model 7731. Arvin 20" Super-De Luxe Window Portable. Provides the last word in fan-cooled luxury, with a Plus-Power, 3-speed, 6-pole split-capacitor motor that reverses instantly. Highly sensitive thermostat turns it on and off automatically. Maximum efficiency, quietness, economy, beauty. Finished in charcoal gray enamel with sparkling brass trim. Including panels, **$69.95**

Arvin 20" Custom Portable Fan

Versatile 3-speed, big-volume fan for top-comfort cooling anywhere in the house—in the window for intake or exhaust, on the floor for a high capacity circulator. Arvin first-quality features throughout. Coppertone enamel finish with maroon fan blades, chrome trim. Easy-grip carrying handle.

Lowest price 20" portable! 2 speeds, off-white finish, black blades and trim. *Model 7840*........ **$39.95**

Arvin 14" Portable Fan in Pivoting Stand

Fan pivots in sturdy metal stand for powerful air flow up, down, or at any desired angle; wing nuts fix any position quickly, firmly. Two-speed operation from on-off switch; 4-pole weatherproof induction motor. Two full-depth suction-type rubber feet. Coppertone enamel finish, maroon fan blades, chrome grille and trim. Low price and handy size make it a terrific seller during sudden hot spells.
Without stand, Model 7414...**$29.95**

All Arvin Fans Carry a Full 5-Year Guarantee
—and all are listed by Underwriters' Laboratories
SEND FOR DISPLAYS, BANNERS, MAILERS, AD MATS

Arvin Portable "Hi-Lo" Pedestal

For all Arvin 20" portable fans. Ideal, vertically adjustable fan support for high, low, casement or odd-shaped windows—or for use as air circulator anywhere. Lightweight, rolls and turns easily on large rubber wheels. Fan rotates through 360°, is held firmly by plastic adjusting knobs in any position. Maximum height 60" to top of fan, minimum 31" to fan center. Handsomely finished in chrome and charcoal gray. *Model 602*...**$19.95**

Window Panels for 20" and 14" Portables

Engineered for weatherproof installation. Finished in coppertone enamel to match fans. Expandable to fit any double-hung frame from 27" to 36½" wide. Easily installed from inside, with screwdriver.

Model 601 Panel, for 7620 Fan **$5.50**
Model 614 Panel, for 7414 Fan **$5.50**

Electronics and Appliances Division **Arvin INDUSTRIES, Inc.,** *Columbus, Indiana*

Manufacturers also of Arvin Home Radios, Portable Electric Heaters, Lectric Cook, Automobile Heaters, Outdoor Furniture, All-metal Ironing Tables and Barbecue Braziers.

group, high-fi enthusiasts are not shoppers."

A dealer commented, "It seems everyone these days is music-conscious. I don't know what accounts for it; maybe, it's this guy Presley."

Radios also moved well, and the transistor sets appear to have been well-received, particularly in the metropolitan areas.

Traffic appliance sales have been sporadic. In Cleveland it appears that a storm is brewing. Discounters, operating on the most nominal of profit margins, are packing them in on Sundays, and a number of the more orthodox dealers of the city reported they are planning to drop all traffic appliances which are not fair-traded items.

Dealer comments on this subject included the following: "In recent months, we have only handled the fair-traded items, and the stricter the enforcement, the better we like it. About a year ago, G-E caught me selling below the fair trade level, and I was compelled to pay a $100 fine. I was burned up at the time, but I've learned since that when dealers are required to hold the line, customers stop haggling about price and we continue to sell the commodity in quantity without slashing profits. People realize they can't get a deal; at the same time, they're very much impressed with quality names like G-E and Sunbeam and the fact that their lines are not available at the short-price operator's place of business."

Another Cleveland dealer said he did not handle traffic appliances and housewares which had not been fair-traded, because of competition from the new group of discounters.—"For the couple bucks you make on them, people call you a robber, and they rule you out as the dealer with whom they'll transact their next appliance purchase. Loss of good will can be very expensive."

A third dealer was unhappy over the bonus plans. He described them as "still another way of giving away profits."

Color television may be here to stay, but there are still some who are rather lukewarm on the product. Of this group, one dealer said, "Color sets are still too expensive. Another commented, "Buyers are wary of the high, 90-day service fee. They have the idea that if the warranty is that high, there must be a lot of bugs in color TV sets. —The mfr. would do better to include service fees in the selling price and then offer "free" service."

A third respondent remarked, "I haven't done much with color so far. Over the past two or three months, I've sold about a dozen of them and I have yet to receive a request for a service call. The quality and performance of these new color sets must be fabulous. It's been our experience over the years in selling black and whites that you can expect five or six service calls per sale of a dozen sets.

This dealer plans to step up his display and promotion of color TV in the fall of '57.

He said: "I've heard that DuMont plans to introduce a $395 model then. That should cause a terrific response among people who are attracted to color but have held off because of price."

A number of dealers have heavy air conditioning inventories—the result of a very cool summer. One informant asserted that he will not buy any additional units until he has completely cleaned out present stocks.

Another stated he would buy in very small quantities until a fairly definite weather pattern has been established.

In spite of their recent inventory difficulties, dealers are virtually unanimous in their opinion that air conditioning units have a terrific sales potential.

One respondent remarked, "Within five to ten years, air conditioning will be a standard fixture in the average American home."

. . . in the FAR WEST

By Howard J. Emerson

Fall season "biggest rat race in 20 years", but '56 volume is up 17.7% . . . Radio, hi-fi, vacuum cleaners pick up steam

VOLUMEWISE, the appliance-TV business in the Far West should have reached an all-time high for the last quarter of 1956. As of December 15, business was humming along at a Merry Christmas pace in all but a couple of areas. For many dealers it was not as profitable as they would have wished, but for all the net was better than during the 2nd and 3rd quarters.

Unforeseen, of course, is the effect weather may have during the last two weeks before Christmas. Last year, rain to the disaster degree clobbered the industry and its chances of the profitable last minute buying. This year, so far, only the Northwest is feeling under the weather. Appliance-TV business there set all-time records for many dealers during November, with TV and laundry equipment the pace setters and refrigeration along for the ride. However, in early December a severe and lengthy storm came in its usual course from Alaska to cripple much of the expected retail business in Seattle, Spokane and Portland. Seattle already was hard hit with a transit strike that jammed streets with autos and left thousands of would-be shoppers at home.

When transportation was normal in Seattle, dealer promotions were drawing excellent results. Outstanding were Pooles continued use of the "marathon" and the 20th Anniversary promotion by Ward Davison which pulled 3,500 people to his neighborhood store. Thorn in side of Seattle dealers continues to be the relatively new discount house, a card operation, which is succeeding much better than most dealers there would admit.

In southern California, one dealer states that "this Fall has been the best, the biggest, the fastest paced largest volume rat race I have ever seen in 20 years here." A distributor reports that "margins are non-existent here" for either distributor or dealer in white goods. Another dealer in the Los Angeles-Hollywood area, hitting more than a million dollars gross this year in appliances-TV-kitchens, wants to write his story on how to run a kitchen business—"You start with a large bottle of Milltown . . ."

Air conditioning was a disappointment for most of the industry in southern California in 1956. Starting off well above the '55 level during the spring months, it leveled off in late June under influence of a cool summer. The normal late August hot and humid spell didn't materialize in '56, and when the heat came in late September and October, prospects felt they could sweat out the balance of the season. **So there has been a fairly large holdover of room units, mostly at distributor level.** However, to middle December, there has been little if any dumping of distributor's stocks. One dealer who has been biting his nails waiting to pick up good dumps, believes that the distributors are going to use their '56 overstocks as tie-ins with sales of '57 merchandise.

Brightest spot for many dealers in southern California-Nevada has been radio. All sizes and prices have been moving well ahead of 1955, including a nice upswing in sales of packaged hi-fi consoles. One distributor in this area, long holding a big share of the radio market, says his '56 volume was 50 percent above that of any previous year—better than before TV came.

Vacuum cleaners have started to pull out of the slump that hit many brands when a price break came early in '56. A leading distributor, with models at $79.95 and $48.95, reports that his sales are running 80 percent in the $79.95 model.

Electronic ovens were the big hit of the 19th Annual Electrical and Home Show in San Diego last month. Five brands were shown, each drawing capacity crowds during demonstrations and large groups in between showings. One exhibitor sold enough ovens the first night to pay his expenses for the show. Small appliances got attention, with mixers and frypans most popular. Attendance at the show reached 190,000, more than 5,000 more than the previous high.

Have you wondered what's holding back color-TV? Don't ask anyone in the industry, 'cause the analysts and researchers have the answer it seems. Dr. Wm. E. Evans, manager of the TV research lab of Stanford Research Institute told a meeting of security analysts the following in San Francisco:

Dealers aren't pushing color TV sets, he said, because; 1. Markups are kept low in order to break the $500 bracket; 2. black and white sets are selling well, so why should they push color?; 3. dealers don't have enough technicians who can service color sets.

Evans forecast a "healthy but not meteoric" rise in color TV sales. It's a different situation from monochrome, he said; color is a premium product in an established field, while black and white was something entirely new.

Elsewhere in this issue, reports show that the appliance-TV business in the Far West was up 17.7 percent in 1956 over 1955. California went up 24 percent while Wyoming and Nevada showed a drop from the 1955 level. All appliances showed gains during the year except ironers.

End of the year figures from other sources show employment in California reached a new high in December for the third straight month—making the last quarter of 1956 exceed even the wartime peak. Employment in the continually growing aviation and electronics industries are given as the reason. Employment in all manufacturing was running 10.9 percent in 1956 over 1955.

It buys appliances and TV—the result of above is shown in State of California report giving the state's 1956 personal income at $32.3-billion, a 9.3 percent increase over 1955. Building permits were up six percent in October, but industrial plant expansion reached $500-million for the first six months of 1956—more than double the whole year of 1955.

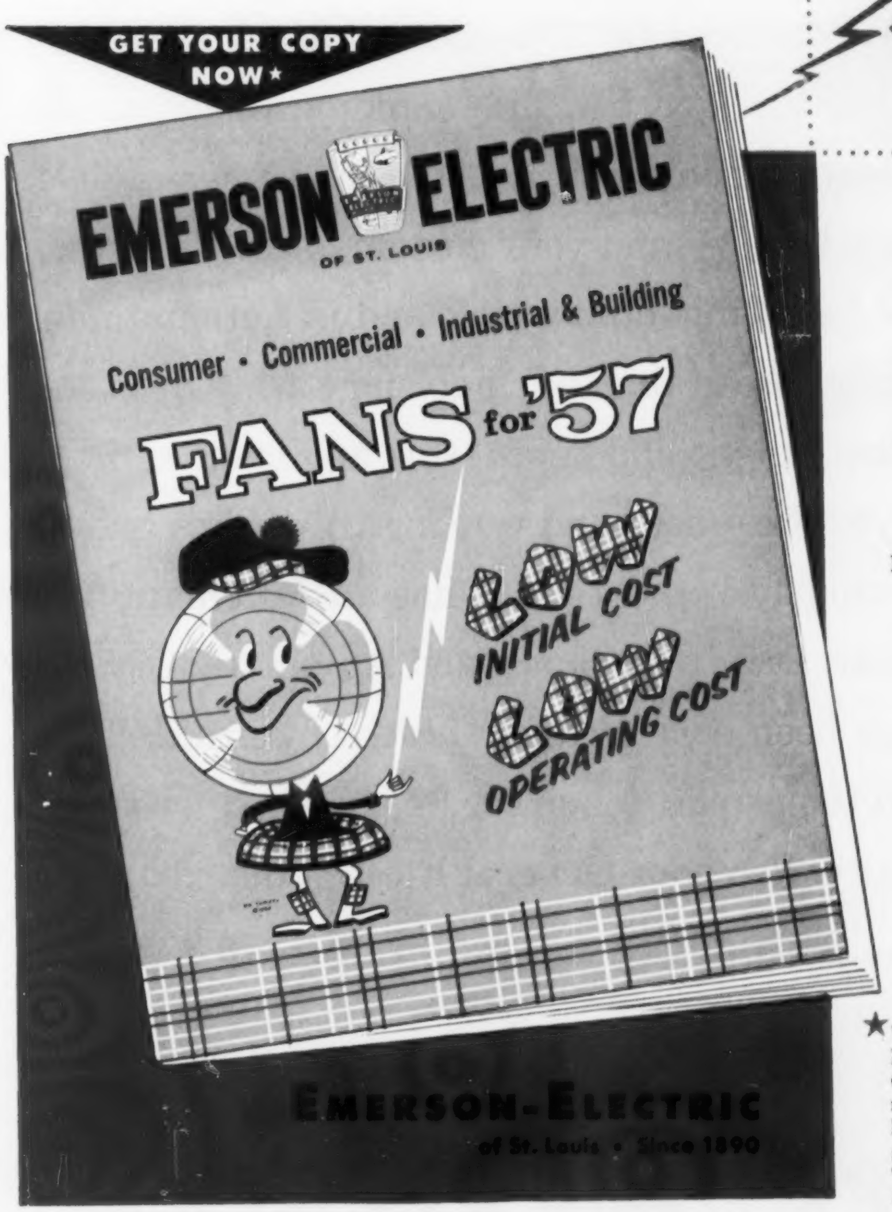
Next month, week of February 4–8, Far Westerners will have annual Winter Markets in San Francisco. Western Merchandise Mart announces that visitors will see "brushed aluminum used boldly as door panels in one refrigerator line. New types of broilers and improved surface units will be among the talking points on ranges." Room air conditioners designed for specialty needs will be shown, and "color will be rampant among appliances . . . but some have been coordinated so store stock problems are reduced. Many TV-radio showrooms will be showing a wide variety of hi-fi equipment, including home tape recorders to interest dealers . . ."

(Continued on page 48)

It's the NEW EMERSON-ELECTRIC Fan Catalog for '57

showing a full line of Thrifty Performers ... designed to help you sell MORE fans ... MORE PROFITABLY

GET YOUR COPY NOW★



HERE are all the selling facts on America's most-wanted fans ... EMERSON-ELECTRIC Fans. They are dramatically illustrated in full color and described in detail to help you *tell* and *sell* EMERSON-ELECTRIC's lifetime-features. This new line—styled in the modern manner—is designed to give your customers more for their money—and to give *YOU* more ammunition for greater sales ... profitable sales.

★WRITE TODAY for this new EMERSON-ELECTRIC Fan Catalog No. 3102. See why the new EMERSON-ELECTRIC line will make this your biggest year yet in fan sales. The Emerson Electric Mfg. Co., St. Louis 21, Missouri

Electric Washer-Dryer

Easy to install—porcelain-top, free-standing combination saves up to 4 square feet of space compared with most washer and dryer pairs.

TRENDS REGION BY REGION

. . . in CANADA

By M. L. Schwartz

November sales are up but December starts slow . . . Dealers worry about higher prices . . . More U. S. imports foreseen . . . Appliance sales to soar

OVERALL business for dealers proved better during November this year than October or November last year, though sales seemed to be slower to start in December. TV sales ranged from good to better; radios were selling better than expected except portables and autos; washers were generally good-sellers; refrigerators were moving slowly.

But appliance dealers were emphatic that business in November called for real rough-and-tumble fighting this year. "Much depends on how hard our salesmen work," said the appliance manager of a large department store in Montreal, quoting figures to show an upward climb this November of 10 percent dollarwise over last year.

"We're ahead only because our men are driving harder and we're backing them with much heavier ad budgets," confided a large dealer in Ottawa. Several other dealers in other centers reported the same trend. As one well-known dealer in Eastern Canada, operating several branches, put it quite frankly: "Competition's tougher in the Canadian market this year-end but it's making Canadians spend more on electrical goods."

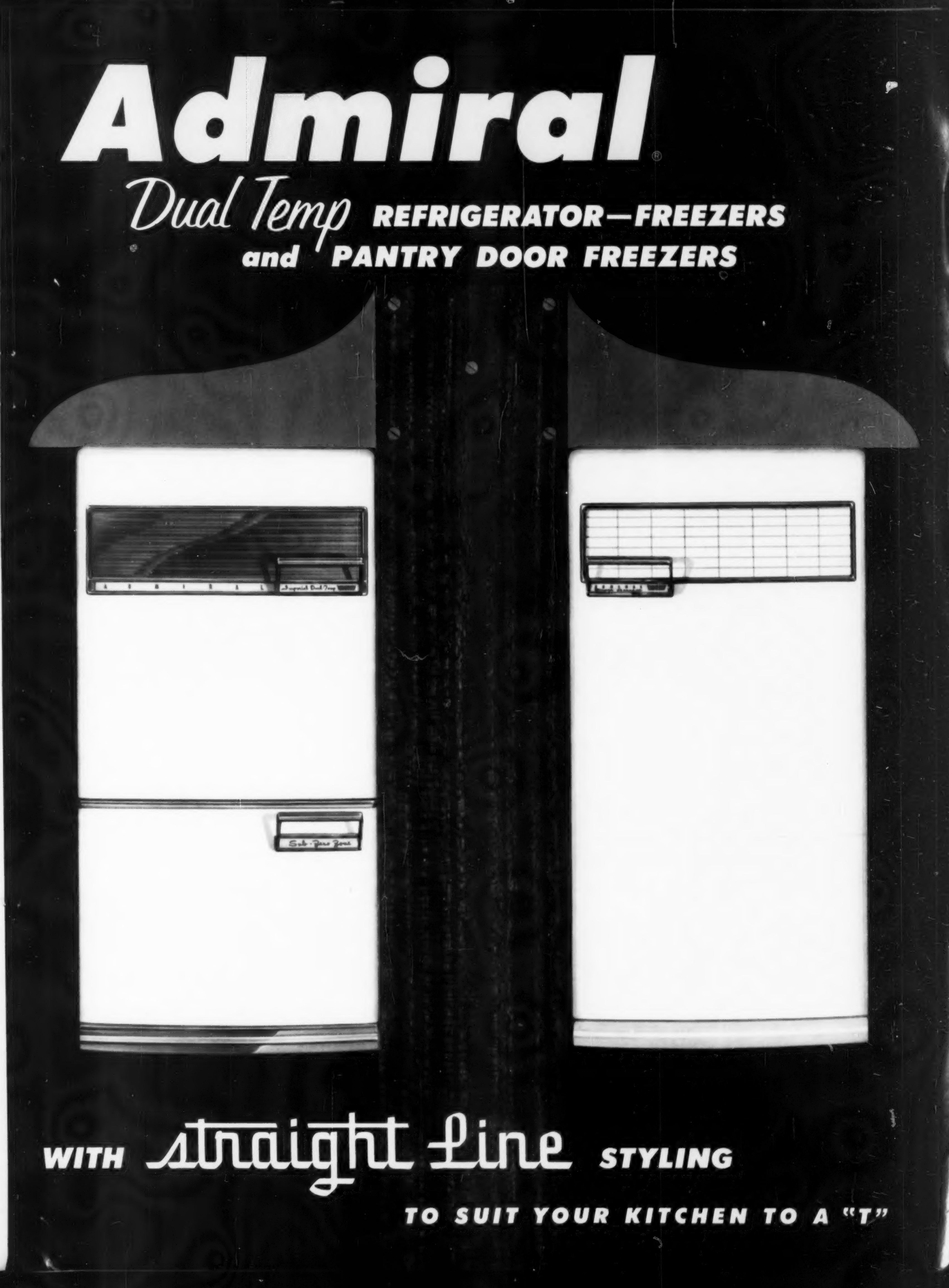
Meanwhile, despite contrary trends in other retail trades across Canada, an official source in Ottawa reveals that the independent dealers in the appliance, radio and furniture trade have more than held their own against the chains in this field since in the first three-quarters of 1956, all such sales rose 7.9 percent in dollar volume over the like period of 1955, including a gain of 8.2 percent for the chains and 7.8 percent for the independents, the latter a surprising result in view of the much larger resources and operational organization of the chains. In general, all sales of appliance, radio and furniture dealers increased 14.5 percent in Quebec, 11.6 percent in British Columbia, 8 percent in Alberta, 5.6 percent in Ontario, 3.5 percent in Saskatchewan, and 2.5 percent in the Atlantic Provinces, with the only loss in the first three-quarters of 1956 compared with 1955 occurring in Manitoba, down 2.5 percent.

Grapevine reports now hint dealers are worried about new increased prices for washers, refrigerators, stoves, and other lines. The prospective increases will shave profits, they argue, because not all increases can be passed on to consumers. "It's going to cut our profits, it sure will," a top retail executive in Quebec reports, suggesting, too, that "it'll hurt business if we don't take up some of the boosts by the manufacturers."

Dealers are certain that when the present stocks on hand are moved out, the new models will carry higher price tags early in the new year. There are guesses that prices may rise 5-10 percent on some lines. One big appliance dealer has already received a wire from a manufacturer stating bluntly that the price trend is definitely up for certain of this manufacturer's appliances. "Any future orders will be at our new increased price," the wire stated in regard to automatic washers and dryers.

Strength of Canadian dollar means more imports of U. S. electrical goods will appear on the Canadian market soon and a stepped up "cash-and-carry" trade in small appliances by returning Canadians from U. S. visits. The U. S. dollar in relation to the Canadian dollar has been encouraging such imports and dealers are already beginning to feel the impact of this premium position of the Canadian dollar on their everyday operations. In fact, imports of appliances have reportedly jumped up millions of dollars during 1956, including in particular cooking, heating and refrigeration equipment, hitting the Canadian manufacturers. In addition, Canadian tourist purchases are said to be up by an impressive margin this year but there are hints that more and more small appliances may be

(*Continued on page 52*)


Admiral®
Dual Temp REFRIGERATOR—FREEZERS
and PANTRY DOOR FREEZERS
WITH straight Line STYLING
TO SUIT YOUR KITCHEN TO A "T"

Brand New for '57 **Admiral**®

UP-SIDE-DOWN DUAL-TEMP

It's the beauty with the features that pull in profits! Model IMP1390

Dual-Temp Convenience—a refrigerator—plus a sealed off and separately insulated freezer. *Foods don't trade flavors*—exclusive "Magic Ray" Lamp keeps the air fresh and pure. *No Defrosting Ever* — exclusive "Humid-Cold Plate" and "Moistrol" keep fresh food compartment frost free, evaporate excess moisture. *Ice cubes freeze faster*—exclusive "Arctic Circle" surrounds ice cube trays with sub-zero freezing coils! *Exclusive "Lifeguard" Inside Door Release*—glows in the dark. A push, pull or turn opens door instantly. "*Pantry-Door*" makes frozen food packages and juice cans extra handy. Plus a host of other "Most Wanted" features!

Model DA-1110
America's Biggest Refrigerator Value with Push-Button Auto Defrosting!

Here's the wonderful model that can't be beaten anywhere in its price field! 10.7 gr. cu. ft. capacity. Full-width freezer chest. Auto defrosting. Clear-view crisper. 3 deep-capacity door shelves. Swing-out butter and snack compartment. An Admiral "plus value" refrigerator that really helps you to build profits.

Brand New for '57 **Admiral**

"PANTRY-DOOR" FREEZER

With exclusive new features for the best in freezer living! Model 14U90

Every shelf a sub-zero freezing shelf! Every shelf formed by actual freezing coils for faster freezing, better retention of both flavor and food values. *"Circulating Cold Air"* design lets air circulate through the vented shelves, assures uniform sub-zero temperatures throughout the freezer. *Frozen foods and juices extra handy.* New "Pop-Out" dispenser racks automatically dispense frozen food packages and frozen juice cans. Just pull out a package or can, and a new one "pops" into place. *New, Recessed, Deep-Capacity Door Shelves!* Plenty of extra room for frozen food packs in the unique "Pantry-Door" where they're easy to reach.

8.7 gross cu. ft. 4 super-speed freezing shelves. 2 door shelves. *"Circulating Cold Air"* design. Admiral freezer sales increased over 300% last year—and are still climbing! Make sure that you get your share of the increased sales! Priced lower than any other upright freezer in today's market!

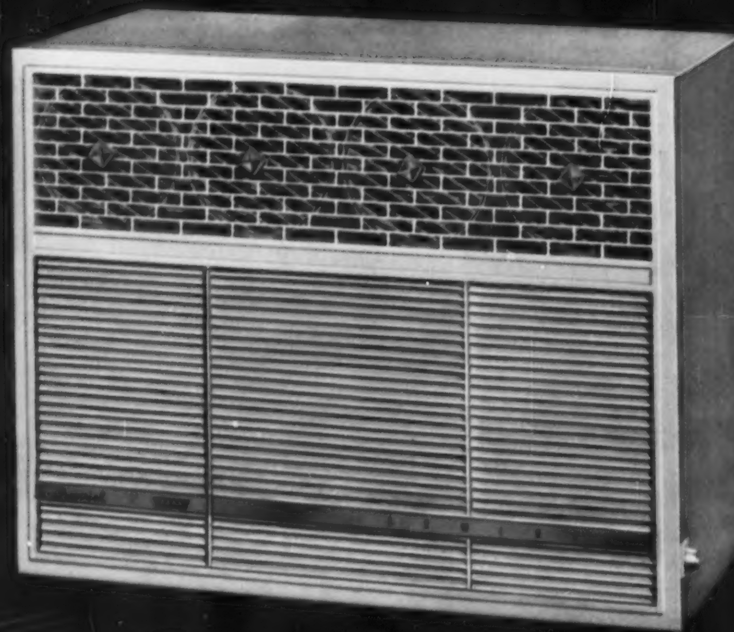
Model 9U50
America's Greatest Freezer Value with Advantages of $300.00 Freezers

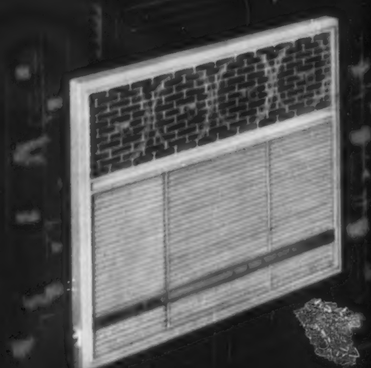
Brand New for '57

Admiral

2-TON WINDOW UNIT COOLS AN ENTIRE HOUSE!

Admiral Model 200M23 Imperial Window Unit costs far less than central cooling systems too! Slim-Style, compact design. Four Full Circle Directional Air Louvres provide uniform, draft-free cooling. Extra large filter and front cooling area.





Model 75U7

***Admiral* ¾ Ton Supreme**

A 7½ ampere, 115 volt unbeatable value air conditioner. Only 16¾" deep—fits in any window—no special wiring necessary.

Admiral has a short, complete line—only seven models... one for every need... every budget!

Admiral. Electric Ranges

Top Your Profit-Building With This Fabulous Range Value!

Model 6138 . . . 30" Automatic Electric Range—America's Most Popular Size. Flex-O-Heat • Electric Minute Timer • Rotary Roaster (Optional) • Deluxe Automatic Timer Clock • Infra-Red Broiler (2-speed, Optional) • A T C Unit • Full-Width Storage Drawer • Single-Dial Oven Temperature Control with Automatic Oven Pre-Heat.

These and Many Other Admiral. Value Leaders At Our Merchandise Mart Showroom Space 1191.

Visit our big showroom in the Merchandise Mart, Room 1191. See Admiral's complete new line for yourself. Learn how you can nail down the dollars with America's most profit-packed appliance lines...

Admiral

THINNER!

The thinnest of the thin . . . to end "air conditioner hangover" . . . inside and out!

LOWER!

Inches lower than other "thin" air conditioners. Can't block light or view!

SMARTER!

Styled by Raymond Loewy of Raymond Loewy Associates in rich new space-saving design!

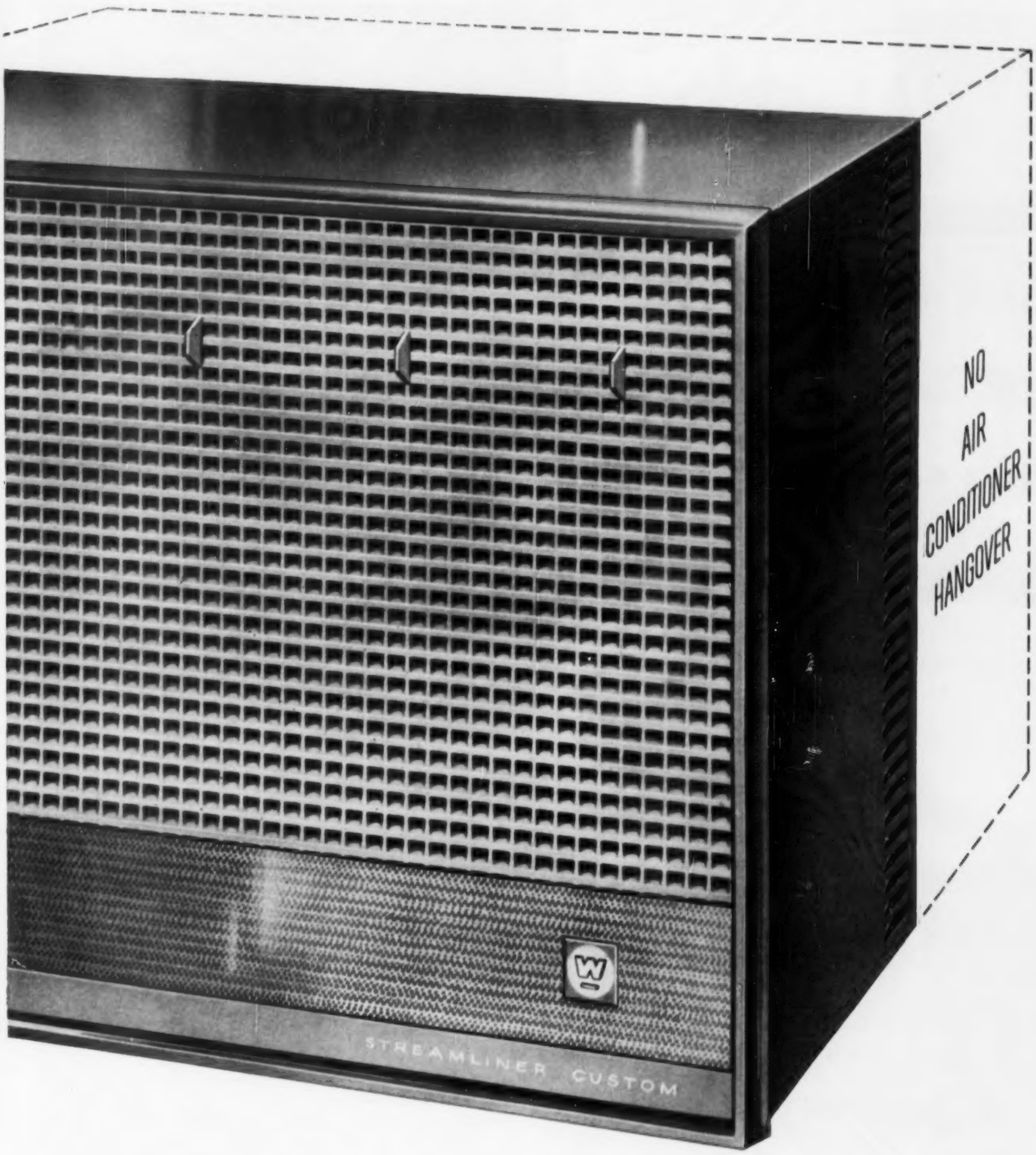
FLY HIGH in '57 with the sensational new

WESTINGHOUSE AIR CONDITIONER

WATCH THE SLEEK NEW Streamliner Custom send your air conditioner sales to a sensational new high in '57! Never before have your prospects seen an air conditioner so beautiful and compact yet so *versatile!* Simply turn the New Action Single Dial Control for any of 6 Comfort Conditions. No-draft grilles, built-in thermostat, heavy-duty Fiberglas Filter. Sandalwood finish with gold and pumpkin highlights.

PHONE! WIRE! SEE US! SPACE 11122—MERCHANDISE MART, Chicago, Illinois, January 7 thru 18.

STREAMLINER DELUXE is also available for those who want cool comfort and compactness at lower cost. Not only does it offer all that's beautiful but all that's functional, too, for greater cooling comfort. Sandalwood finish touched with turquoise.



STREAMLINER

styled by Raymond Loewy ASSOC.

Four New Low-Amp Models! New ¾ HP Streamliner Models operate on 7½ amps . . . take less current than a toaster! New 1 HP Streamliner Models operate on 12 amps . . . run anywhere ordinary ¾ HP units will!

Easiest of All to Install —Anywhere! Exclusive new drawer-type construction permits unit to slide in and out of outer cabinet for easy access.

YOU CAN BE **SURE**...IF IT'S
Westinghouse

WESTINGHOUSE ELECTRIC CORPORATION • REFRIGERATION SPECIALTIES DIVISION • SPRINGFIELD 2, MASS.

brought across the border by the "cash-and-carry" trade, hitting both the Canadian manufacturer and retailer, especially if any "dumping" occurs in future.

But what is most significant right now is grapevine report that Canadian Government is unlikely to influence the exchange value by direct action on use of its official reserves of gold and U. S. dollars, probably at about $1,903 million at the end of the first three-quarters of 1956, except in a minor way. Therefore, if Canadian imports continue to rise, direct U. S. investments continue to expand, Canadian interest rates continue upward, and Canadian borrowing continue in U. S. market, with proceeds of new issues of Canadian securities sold to non-residents (residents of U. S. bought about 85 percent of the total) soaring to $478 million in first three-quarters of 1956 from $154 million in 1955, dealers can expect to feel even more in the months ahead direct effects of this exchange relationship. Evidently, the capital inflow from U. S. will continue to influence such dealers' operations, at least for some time to come. "We are not allergic to outside capital," a spokesman for the Government in Ottawa hinted broadly, adding that Canada "will continue to welcome investment from the U. S."

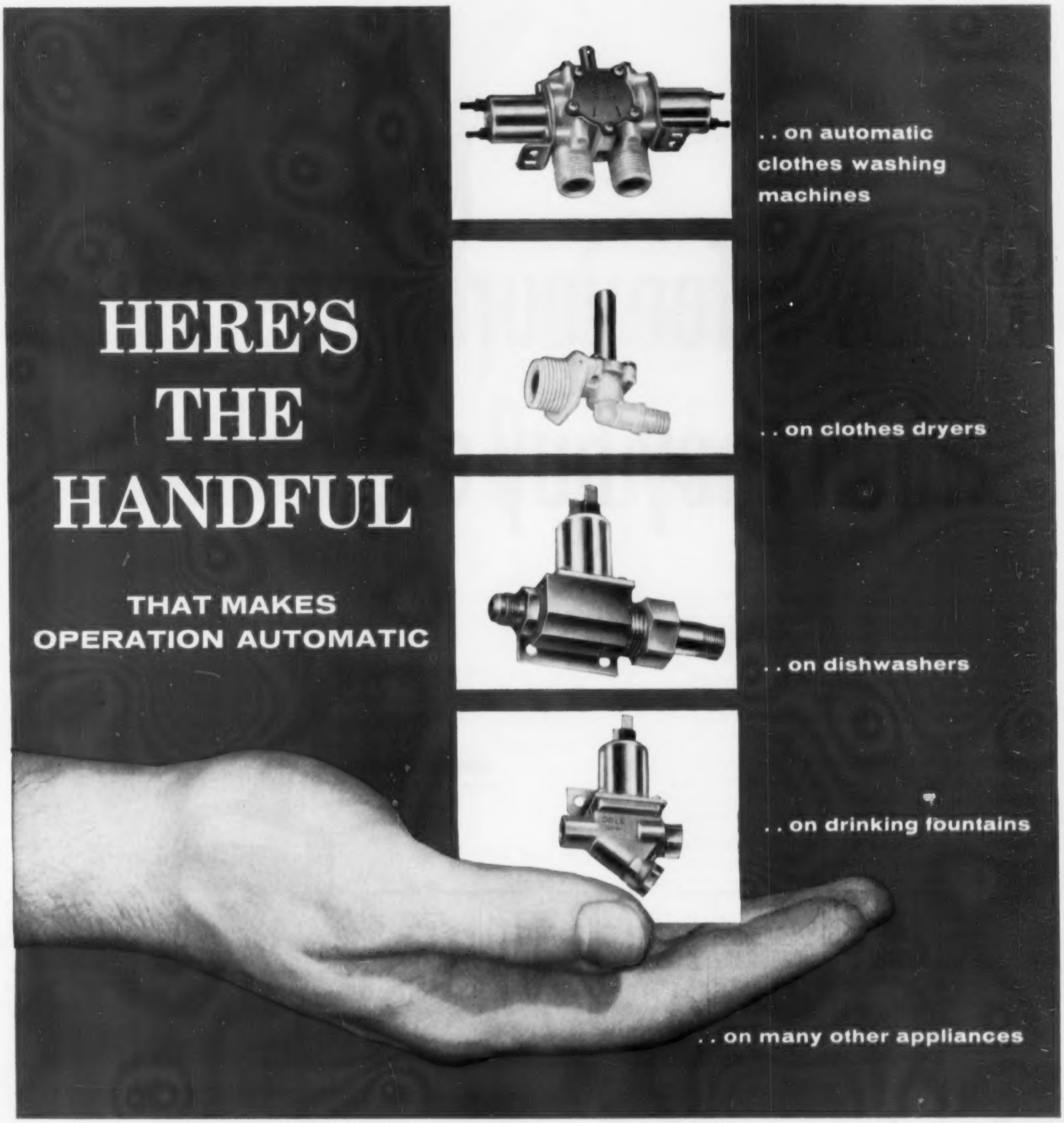
Retail sales of major electrical appliances for the home will rise 17 percent dollarwise in 1957 over expected 1956 total. This is the prediction of President W. Carl Cannon of Frigidaire Products of Canada Ltd., and there is considerable support in the trade for this optimistic forecast.

Mr. Cannon told Quebec dealers and distributors that this expected rise in sales can be attributed to the increasing popularity in the Canadian market of new types of appliances, notably room air-conditioners, automatic home laundry equipment, dishwashers and dehumidifiers. Only new and improved products and sensible merchandising methods, which stress both value and service, can maintain an expanding market for electrical appliances, he told the dealers. *End*

What'll you do with Btu's?

What's the significance of the new Btu method of rating air conditioners insofar as dealers are concerned? Find out in annual February air conditioning issue of

ELECTRICAL MERCHANDISING



DOLE SOLENOID VALVES

Dole Solenoid Operated Valves have been the standard of the industry since the first successful automatic home laundry and dishwasher were developed. The simplicity of their operation . . . their dependability . . . their ability to stand up under the toughest service have led to their adoption by all leading manufacturers of automatic clothes washing and dish washing equipment.

In dealer service departments, too, Dole Valves are recognized for the simplicity of their design and the trouble-free service they render.

If you manufacture home laundries, dishwashers or other products where flow or temperature must be measured or controlled, be sure Dole Valves are on your equipment.

If you sell such appliances, a Dole Valve is your assurance of high-quality design and manufacture.

CONTROL WITH

DOLE

TRADE MARK

The Dole Valve Company
1901 Carroll Avenue Chicago 12, Illinois
Philadelphia, Detroit, Los Angeles

NOW offer your customers when they buy a Johnson's

Remember,

only Johnson's Wax gives your customers this easy, automatic floor-care method—

"One! Two! And You're Through!"

One!

Spread wax with machine— let dry

a year's supply of wax free*
Wax Polisher-Scrubber

Here's a premium that costs you nothing, but it's a premium that will really help you clinch the sales! Yes, Johnson's Wax gives a full year's supply of Beautiflor Wax (13 pint cans) to each of your customers who buys a Johnson's Wax Polisher-Scrubber . . . the *only* machine that offers the easy, automatic floor-care method—"One! Two! And You're Through!" (see below). This special offer is worth $9.75 retail! Tell your customers it's like getting a free $10 bill and watch how *you* close sales!

* **for a limited time only**

DAILY NEWSPAPERS† across the country will carry big, colorful ads featuring this free offer. Everybody will be looking for this special offer when they shop—make sure *you* feature it, display it!

TELEVISION† Over *twenty million people* watch every telecast of "Robert Montgomery Presents" —and the Polisher-Scrubber will be featured over and over again on this top-rated network TV show!

MAGAZINES† tell the Polisher-Scrubber story, too—in full color in *American Home,* the national magazine that reaches the audience you want—people most interested in their *homes!*

CONSUMER BOOKLETS on easy, automatic floor care give the complete, detailed story of the Johnson's Wax Polisher-Scrubber. Use these booklets on your counters, as window displays, *everywhere*—add a sign that tells about the free wax offer—and brother, you're in *business!*

MILLIONS OF CANS of Johnson's Wax tell the Polisher-Scrubber story! And these cans show a picture of the Polisher-Scrubber in use. Yes, every can sold in your area helps *you* sell more machines.

†All inquiries will be referred to dealers.

Two!

Polish
with machine

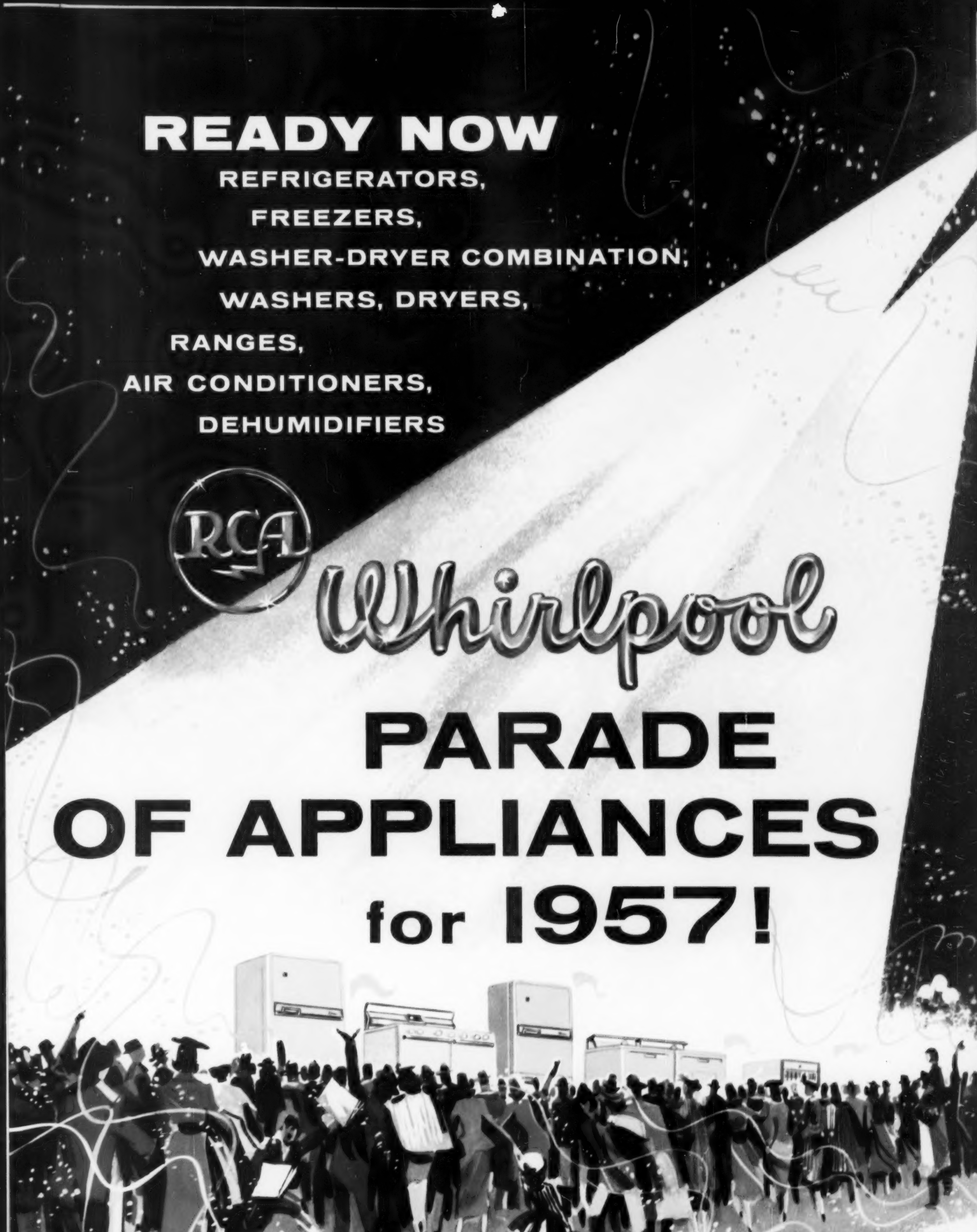
And You're Through!

Your floors
are waxed—
you're relaxed!

"GO ALL THE WAY" BENEFITS OFFERED TO DEALERS

ST. JOSEPH, MICH. — John L. Bricker, vice-president in charge of marketing for Whirlpool-Seeger Corporation, today revealed that the firm's distributors have completed plans for an all-out activities program for dealers across the nation.

Bricker did not elaborate, but remarked that "dealers will be able to 'go all the way' with a deal that is tremendous". He also hinted that there's $1,000,000 in surprises awaiting dealers. This activity centers around the introduction of the brand new 1957 RCA WHIRLPOOL full line. For a preview of this exciting line of appliances, see the following pages.


READY NOW
REFRIGERATORS,
FREEZERS,
WASHER-DRYER COMBINATION,
WASHERS, DRYERS,
RANGES,
AIR CONDITIONERS,
DEHUMIDIFIERS
RCA
Whirlpool
PARADE
OF APPLIANCES
for 1957!

new 1957 RCA **Whirlpool**

washer-dryer combination

A *NEW WAY TO WASH* CLEANER — DRY SAFER ALL IN ONE AUTOMATIC, CONTINUOUS OPERATION!

This is not an ordinary 2-in-1 unit, it's a brand new way to wash all fabrics cleaner and dry them safer, fluffier. Amazing new Filter-Stream washing makes the difference! Clothes are thoroughly washed and rinsed in a powerful stream of filtered, sudsy water that penetrates every fiber to loosen, remove, and flush soil away and out of the cylinder. It's an economical action, too — saves up to 50 gallons of water on each wash-dry load! And, there's a built-in water heater that assures hot water always — automatically!

New! Filter-Stream washing

Up to 10 pound capacity

Safe, Tempered-Heat drying

Presenting...the one line that has everything...

new 1957

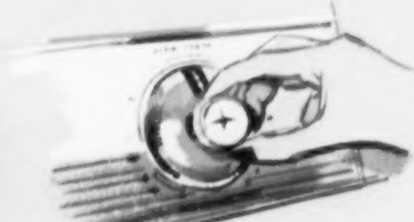
RCA **Whirlpool** *washers and dryers*

NOW — MORE THAN EVER — THE ACKNOWLEDGED LEADER IN THE HOME LAUNDRY FIELD!

Here's the full line of automatic home laundry appliances — 4 washers, 5 gas and 4 electric dryers — that has every worthwhile feature! Built-in automatic lint filter, 2-speed washing, exclusive Suds-Miser, Super-Speed drying — any one alone is a big reason-to-buy . . . but put these and all the other wanted RCA WHIRLPOOL features together, and you have big volume selling for bigger profits!

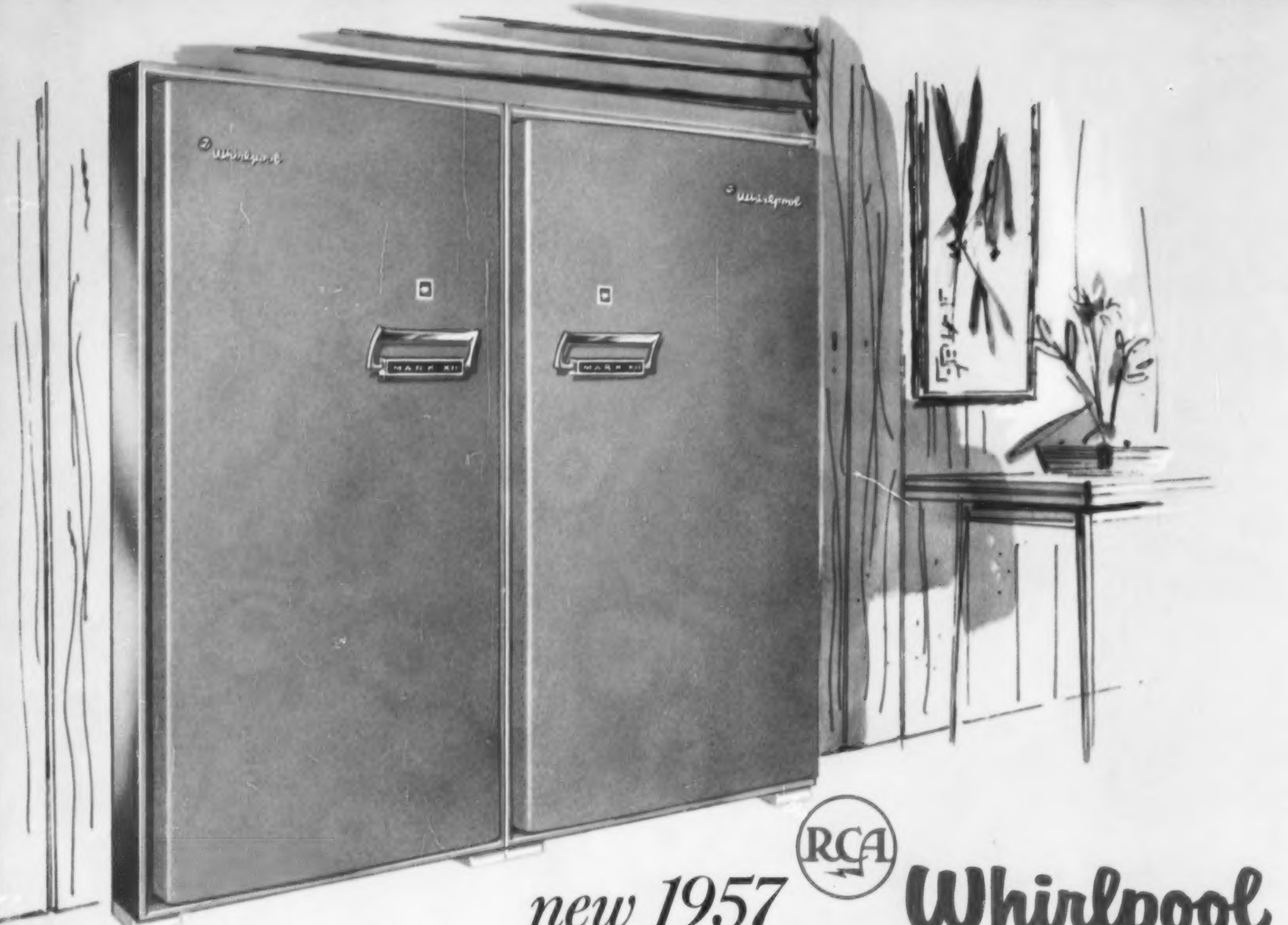
Built-in automatic lint filter

2-speed, 2-cycle washing action



New! 2-cycle drying

...more exclusive features!



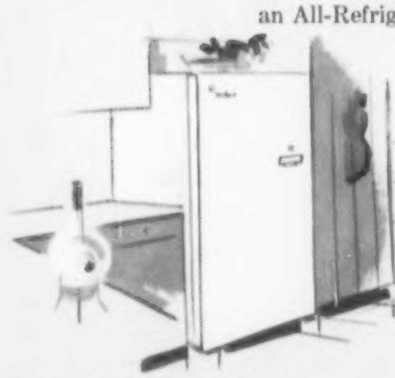
new 1957 RCA Whirlpool

Imperial Mark XII refrigerator and freezer

NEW, DIFFERENT, AND TRULY LUXURIOUS . . . EITHER FREE-STANDING OR BUILT-IN

The exciting new styling of the Imperial Mark XII Refrigerator and Freezer will add new glamour to every kitchen — whether built-in or free-standing. Their smooth, straight lines have a custom designed look that blends with their surrounding, gives that rich "planned-in" look without the expense of built-ins. Available in new luxurious color harmonies inside and out — including door panels of lustrous Copper-Color and Silver-Satin Aluminum. There's a choice of three models in the Mark XII styling — a 12 cu. ft. Freezer and two 12 cu. ft. Refrigerators, one with a 95 lb. freezer section, the other an All-Refrigerator, the perfect "twin" to the freezer.

The Refrigerator-Freezer as a smart built-in



Free-standing Refrigerator-Freezer . . . with planned-in appearance

The All-Refrigerator and the Freezer built-around in an island arrangement

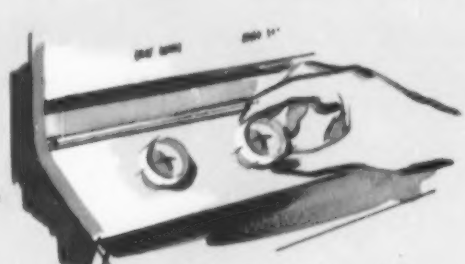
...more versatile styling!

new 1957 RCA Whirlpool electric ranges

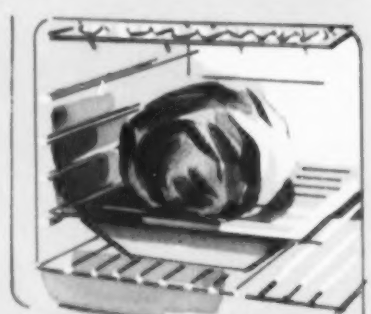
THE ONLY LINE WITH EVERY KIND OF AUTOMATIC COOKING CONVENIENCE!

A full line of eight brilliant ranges including 40″ and 30″ models that can't be matched for exclusive automatic and convenience features! There are exclusive Bar-B-Kewer oven, exclusive Guide-Line controls, exclusive built-in Grid-All, built-in automatic rotisserie, built-in automatic meat probe, infinite-heat speed controls, thermostatic top-cooking controls, Balanced-Heat bake oven, smokeless broiler, swing-up Monotube surface units, giant 24-in. ovens in space-saving 30-in. models . . . and many, many other sales-closers.

Exclusive built-in Grid-All



Exclusive Guide-Line controls



Exclusive Bar-B-Kewer meat oven

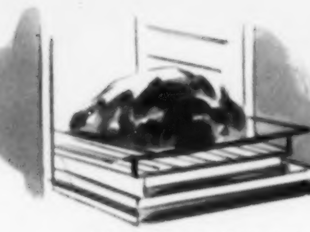
...more conveniences women want!...

Radiant-Heat s

...mode


Radiant-Heat smokeless broiler


Automatic electric oven

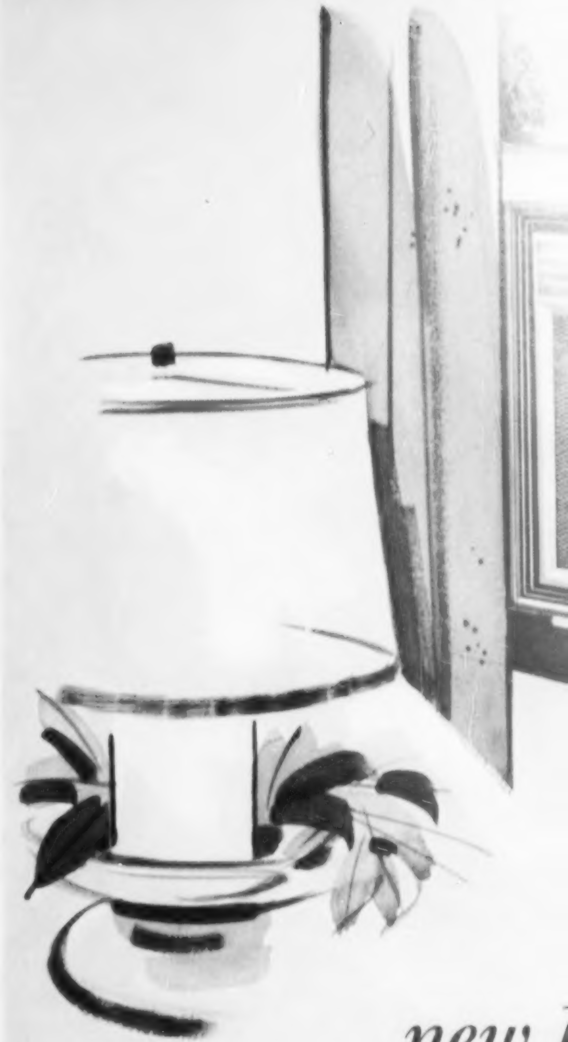

Big Balanced-Heat oven

new 1957 RCA Whirlpool built-in ranges

DESIGNED AND STYLED TO CAPTURE THE FAST-GROWING BUILT-IN MARKET!

The trend is to built-ins! And, RCA WHIRLPOOL ranges lead the way with versatile models — in gas or electric — for custom designed cooking centers in every market! There's a choice of finishes — copper-tone or satin-finish stainless steel — to fit every decor. And, both have all the features that mean the latest in automatic built-in cooking convenience including choice of cluster or two-unit surface arrangements.

...models for every market, every need!



new

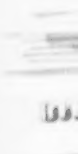
air conditioner

AIR CONDITIONERS FEATURE THE AMA
FILTER THAT IS UNMATCHED IN EFFEC

A full line of 16 plus-performance model
a unit for every possible need, every req
casement window and "lo-amp" installa
complete from $\frac{3}{4}$ to 2 hp.

Dehumidifiers — two models to meet
any need. They make any room more li

New, exclusive electronic filter



Simple,

...more

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CONVENIENCE!

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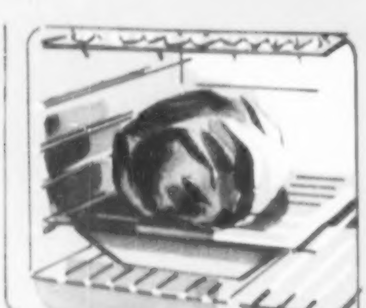
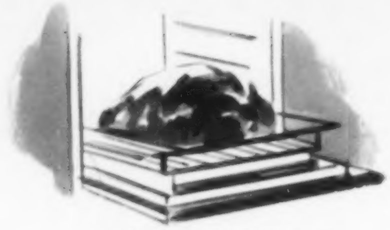


Exclusive Bar-B-Kewer meat oven

...omen want!...

Radiant-Heat smokeless broiler

Automatic electric oven



Big Balanced-Heat oven

new 1957 RCA Whirlpool *built-in ranges*

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need!

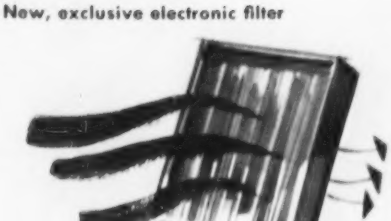
new 1957 RCA Whirlpool air conditioners and dehumidifiers

AIR CONDITIONERS FEATURE THE AMAZING ELECTRONIC FILTER THAT IS UNMATCHED IN EFFECTIVENESS!

A full line of 16 plus-performance models that gives you a unit for every possible need, every requirement — including casement window and "lo-amp" installations. Capacities are complete from $\frac{3}{4}$ to 2 hp.

Dehumidifiers — two models to meet every budget, any need. They make any room more livable.

New, exclusive electronic filter



Simple, easy operation

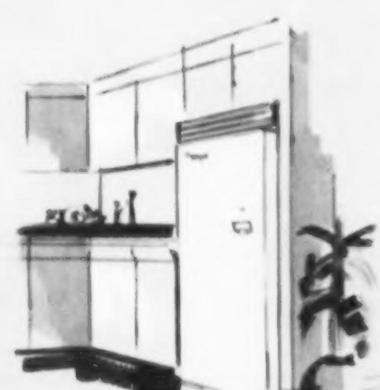
...more built-in quality!

new 1957 RCA **Whirlpool**

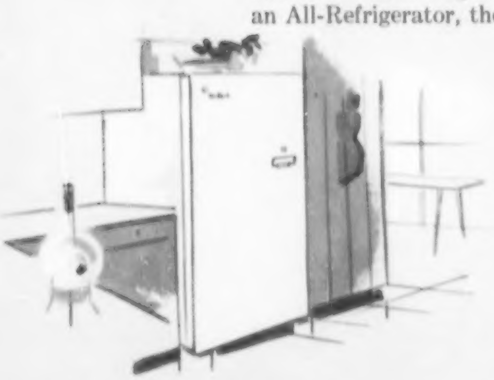
Imperial Mark XII refrigerator and freezer

NEW, DIFFERENT, AND TRULY LUXURIOUS . . . EITHER FREE-STANDING OR BUILT-IN

The exciting new styling of the Imperial Mark XII Refrigerator and Freezer will add new glamour to every kitchen — whether built-in or free-standing. Their smooth, straight lines have a custom designed look that blends with their surrounding, gives that rich "planned-in" look without the expense of built-ins. Available in new luxurious color harmonies inside and out — including door panels of lustrous Copper-Color and Silver-Satin Aluminum. There's a choice of three models in the Mark XII styling — a 12 cu. ft. Freezer and two 12 cu. ft. Refrigerators, one with a 95 lb. freezer section, the other an All-Refrigerator, the perfect "twin" to the freezer.



The Refrigerator-Freezer as a smart built-in



Free-standing Refrigerator-Freezer . . . with planned-in appearance

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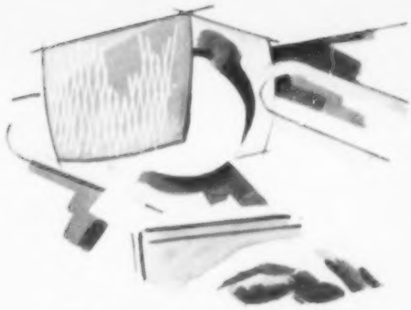
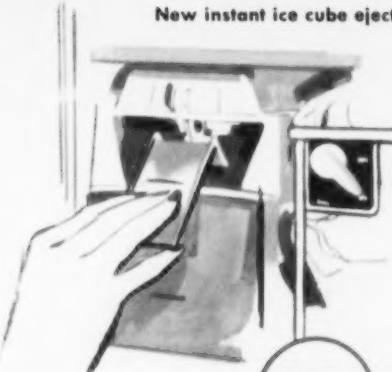
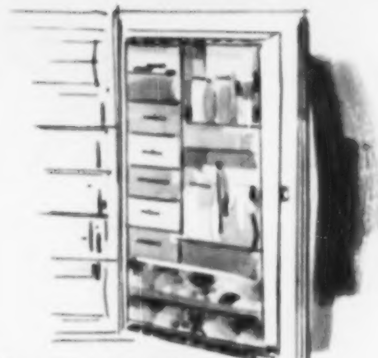


Exclusive "Air Purifying System"

New instant ice cube ejector





New convenience door

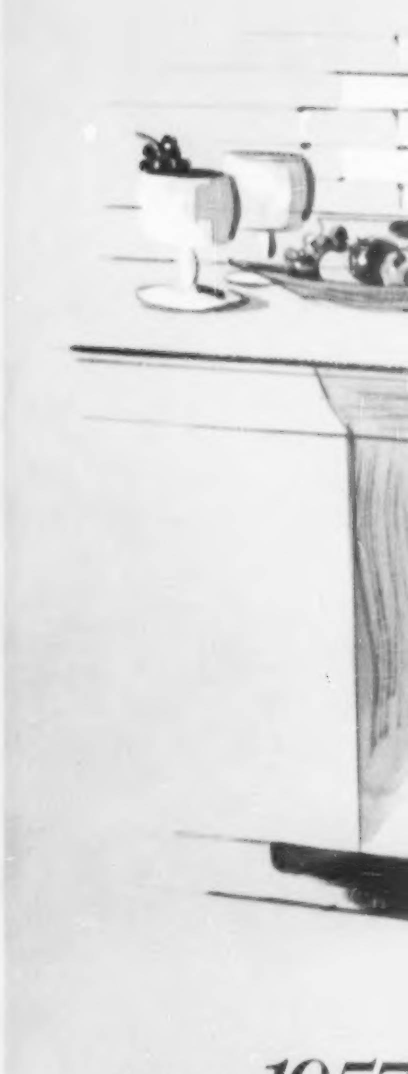
new 1957 RCA **Whirlpool**

refrigerator-freezers

NO OTHER LINE OFFERS SO MANY FEATURES TO MAKE SELLING SO EASY!

A full line of 12 outstanding models — lead by the striking new MARK XII design. Capacities range from 8.1 to 15.5 cu. ft. Packed with conveniences you can sell — including: true zero-degree freezing section, automatic defrosting, exclusive Air Purifying System that keeps foods fresh days longer, glide-out shelves, and many, many others.

...more sales-closing features!



new 1957

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THE ONLY LINE WI

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infinite-heat
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...more

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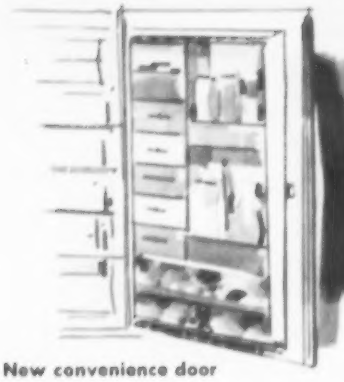

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7 RCA **Whirlpool**

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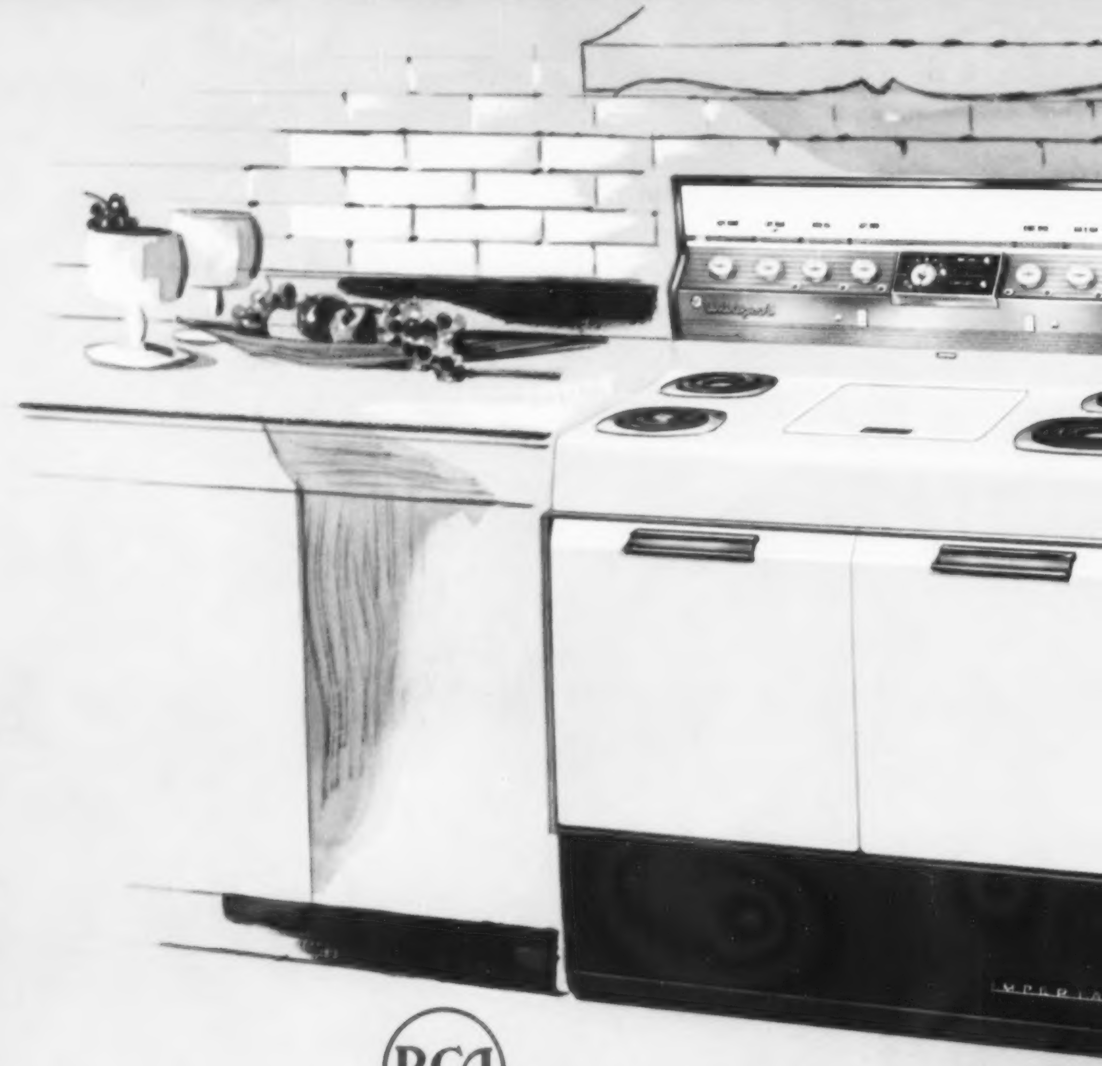

new 1957 RCA **Whirlpool**

electric ranges

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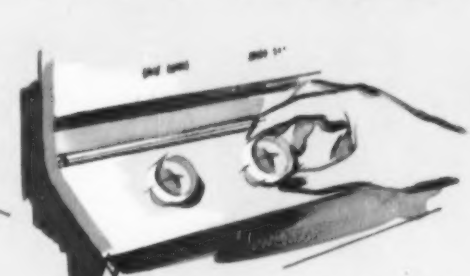
Exclusive built-in Grid-All

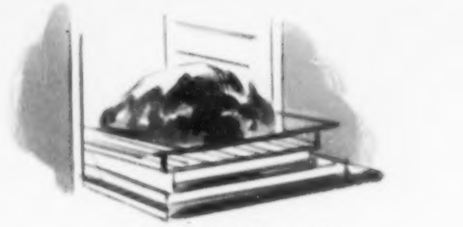


Exclusive Guide-Line controls

...more conveniences women w

Radiant-Heat smokeless broiler

Automatic electric oven



Big Balanced-Heat oven

new 1957 RCA Whirlpool *built-in ranges*

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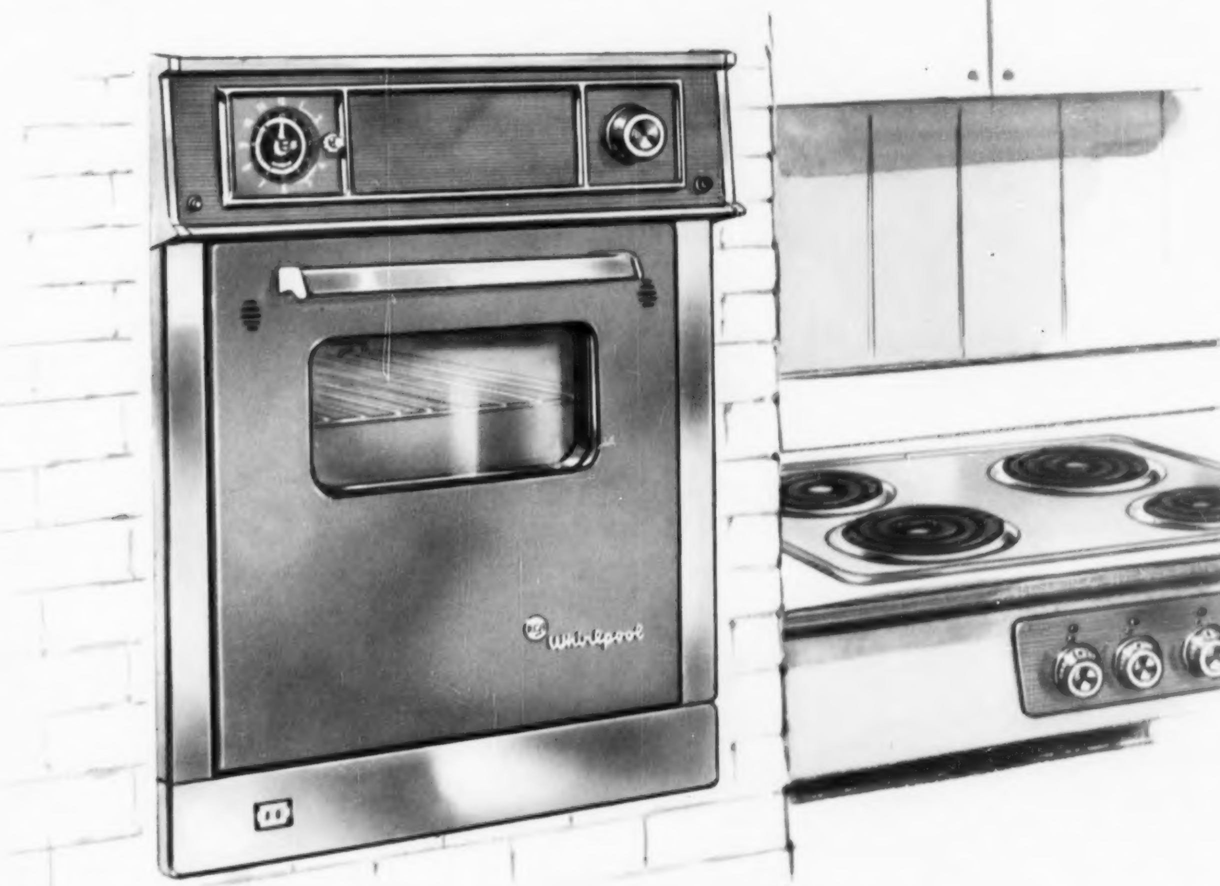

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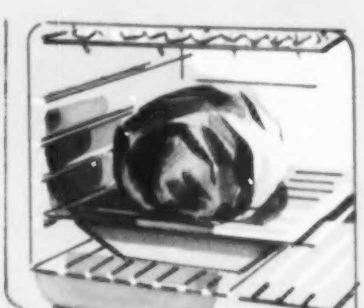

Exclusive Bar-B-Kewer meat oven

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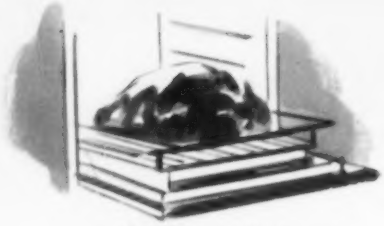

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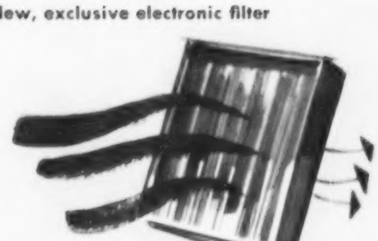
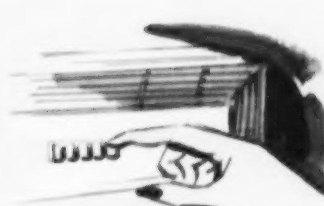




Simple, easy operation

...more built-in quality!

Mort Farr Says . . .

These Trends Will Determine Our Future . . .

Mort Farr, Upper Darby, Pa., appliance-TV dealer

WHEN the future historians of our business come to write about the year 1956, it will probably go down in the books as the year of the slowdown and the shake-down. It produced no big price drops or industry-wide dumps, but neither has it brought any broad exhilarating advances. The evils of an accumulated back-log caught up with us. For the first time sales of our leading appliances failed to show gains expected in line with our nation's booming economy. Sales of top selling appliances, namely television (off seven percent) and refrigeration (off about 10 percent), freezers (by 10.5 percent) are below last year's figures. The only bright spot in our major appliance sales picture was washers, dryers, and dishwashers.

Sales have been down, but the real problem has been profits. In the fierce competitive battle for our share of the consumer dollar we made price our main appeal. Forgetting to realize that our consumers were making more money than ever, and there were more of them working than at any time in the history of our country and that these customers are no longer content with minimum standards, but demand style and quality to make the difference in their new standards of living, we set about attracting them by prices alone.

YEAR 'ROUND LIQUIDATION. Now, even at these low prices, this is the first year I can remember when we were liquidating 1956 models right up until November, and this was also the month that even our leading manufacturers who had just brought out their '57 models started offering the new models at deals ranging up to 20 percent off regular net prices. When are we going to get back to selling most of our appliances throughout the year at regular prices and having a short period of liquidating prior year models? As we are now heading, we will sample a new line and won't have to wait long for the first deal on the over production of some, or all, of the new models. What manufacturer is going to have the guts to hold the line regardless of what competition does?

This was also the year that our up and coming air conditioning industry started cutting dealer nets and making deals six months before our season starts. No industry but the appliance industry has ever been so kind to so many people and so cruel to itself.

This was the year that a dealer became intelligent. By intelligent, I mean he has finally looked back and recognized his past mistakes and admitted the problems of our industry. We are now facing the builder-sales problem squarely, and I have hopes that some not too easy solution will be forthcoming in the near future. At any rate, at least one of the major manufacturers will make a statement and announce a new policy in January.

The whole industry has tackled the problem of service and how central service, or independent service and dealer service can or cannot all survive. There should be sufficient business for all, if we learn to do it efficiently and profitably. The new problem in service will be to attract enough new men to service all the electronic and automatic equipment we are selling, pay them enough money to lure them and keep them and still allow us a profit. Our television business alone will need 25,000 additional technicians in the next five years.

We have now recognized that the public is not believing some of the advertising in our industry. The B.B.B. and the F.T.C. are helping us put our house in order so that we do not completely lose the confidence of our customers in what we are saying about our merchandise.

EXIT FOR DISCOUNTERS. We have come to recognize the discount house as a factor in our economy, but by learning something of their techniques in mass selling, we will probably eliminate them in the next five years. The discount house in order to compete with others, the department stores and ourselves, are having to add services while the department stores and specialty selling dealers are cutting out the frills and the fancy extras that the customer doesn't expect at cut prices or else are learning to charge for them. It would not seem strange to me if in five years the appeal of the wide-awake so-called discount house will be in the extra services he performs which the customer can no longer get from the former old-line dealer or the department store.

We have now recognized the importance of the big chains and realize that our biggest competitor is Sears-Roebuck and that they have taught us we must be better merchandisers, get more volume and faster turnover.

NEW TRENDS AND OLD. There are two trends in our industry that we need to study. One is the "demand trends" that come from consumer needs. The other are the "prospective trends" which we can help to make. In the case of the demand trend, we can expect the same conditions that existed in 1956 to be prevalent in '57—a big up-surge in sales of dishwashers, dryers and automatic washers. The old standbys of refrigerators, television and ranges will settle down to a normal replacement market of about the usual annual volume, unless we get some rather new and startling models such as the automobile industry did in 1955 when they stepped up their projected annual replacement market of 5 million cars to 7.5-million by bringing out advanced styling and telling the people about it.

Color television could have a 30 percent increase in dollar volume for '57 if we go out and sell it for what it is worth. Air conditioning volume conceivably could double in the next year and keep growing as the people who have bought one unit get them for the whole house, or install central systems.

Kitchens are a big business that someone is going to cash in on. Color in appliances can still be big business and will help obsolete outdated appliances. We can sell 10 million radios in '57 and add millions of dollars in hi-fi and tape recorder business—not to mention the records and tape that will be sold with this equipment.

WHAT TO DO. There are still over a hundred thousand dealers in the country selling television and appliances and this is probably too many dealers, so if we are going to be among those who will be around to cash in, there are some facts which we will have to recognize. First we are going to have to learn to figure our profits in dollars rather than percentages. We even may be brought around to figure profits on dollars invested, rather than percentage of dollar sales in large volume operation.

We can expect rough competition, but never lose sight of the fact that there are no secrets and no miracles in this business. No man, or no company has all the answers and all have a certain cost of doing business which is catching up with some who for several years allowed someone else to perform some of the functions of retailing for them. We cannot hope for longer discounts, so we had better learn to live with the present ones, or expect them to be lowered more in this race for consumer dollars. I rather expect that distributors' gross margins will be trimmed to about 8 percent in the next few years and they will have to learn to make a profit out of this slim margin. Dealers will probably operate on grosses of 20 to 25 percent and will have to cut expenses to fit. With sales expense accounting for 25 percent of this total gross profit in the retailing end, we must find ways of increasing salesmen's take-home pay and hiring more salesmen—at the same time reducing percentage of commission in line with the rest of our costs.

Some dealers are expanding the number of stores. Some are moving to cheaper locations. Others are adding furniture and other more unrelated lines. Discount houses have gone in heavily for household furnishings, toys and soft goods. Others are trying co-op buying groups and voluntary chains to step up their buying power. In subsequent articles, I will attempt to take up several of these trends and tell of some advantages and disadvantages of each. *End*

Greater Gas Range Sales! WITH WILCOLATOR "Pantrol"

Add to your gas range a salesbuilding feature every homemaker wants. The Wilcolator "Pantrol" lets her control top burner heat exactly and automatically.

When the thermostat dial is set at the desired temperature, the valve opens, allowing gas to flow to the burner. As the cooking utensil is heated, a small sensing bulb is also heated and controls the flow of gas to the burner.

"Pantrol" takes the guesswork out of cooking. Prevents burning, scorching, boiling over. Eliminates the need for constant watching, stirring. Saves work . . . saves fuel . . . cooks foods to perfection. Get the facts, write:

THE WILCOLATOR COMPANY
Elizabeth, New Jersey

7 PAGES OF PROFIT NEWS *from Amana®!*

On this and the next 6 pages, you'll see the outstanding new Amana line for 1957. Frankly, we don't think there's an appliance dealer in America today who can fail to profit from the news on one of these 7 pages.

FAMOUS Deepfreeze* Home Freezers

Yes, the world-famous Deepfreeze chest-type home freezers are available again! And you'll find these three fast-selling model sizes priced *competitively;* yet with a built-in margin that makes each Deepfreeze sale solidly profitable for you!

And something new has been added. For now the Deepfreeze Chest carries outstanding double warranty protection. Yes, Deepfreeze home freezers—made *only* by Amana—carry a Five-Year Warranty against mechanical failure *plus* a full Three-Year Food Spoilage Warranty! Ask your Amana distributor about the Deepfreeze line now. You'll find it a natural profit item competitively priced for fast turnover!

**Now made only by Amana. And produced with typical Amana quality; backed by a one-hundred-year tradition of fine craftsmanship. The words Amana and Deepfreeze are trade-marks Reg. U. S. Pat. Off.*

Model DF-160 illustrated here. Also available in 9 and 22 cubic-foot models.

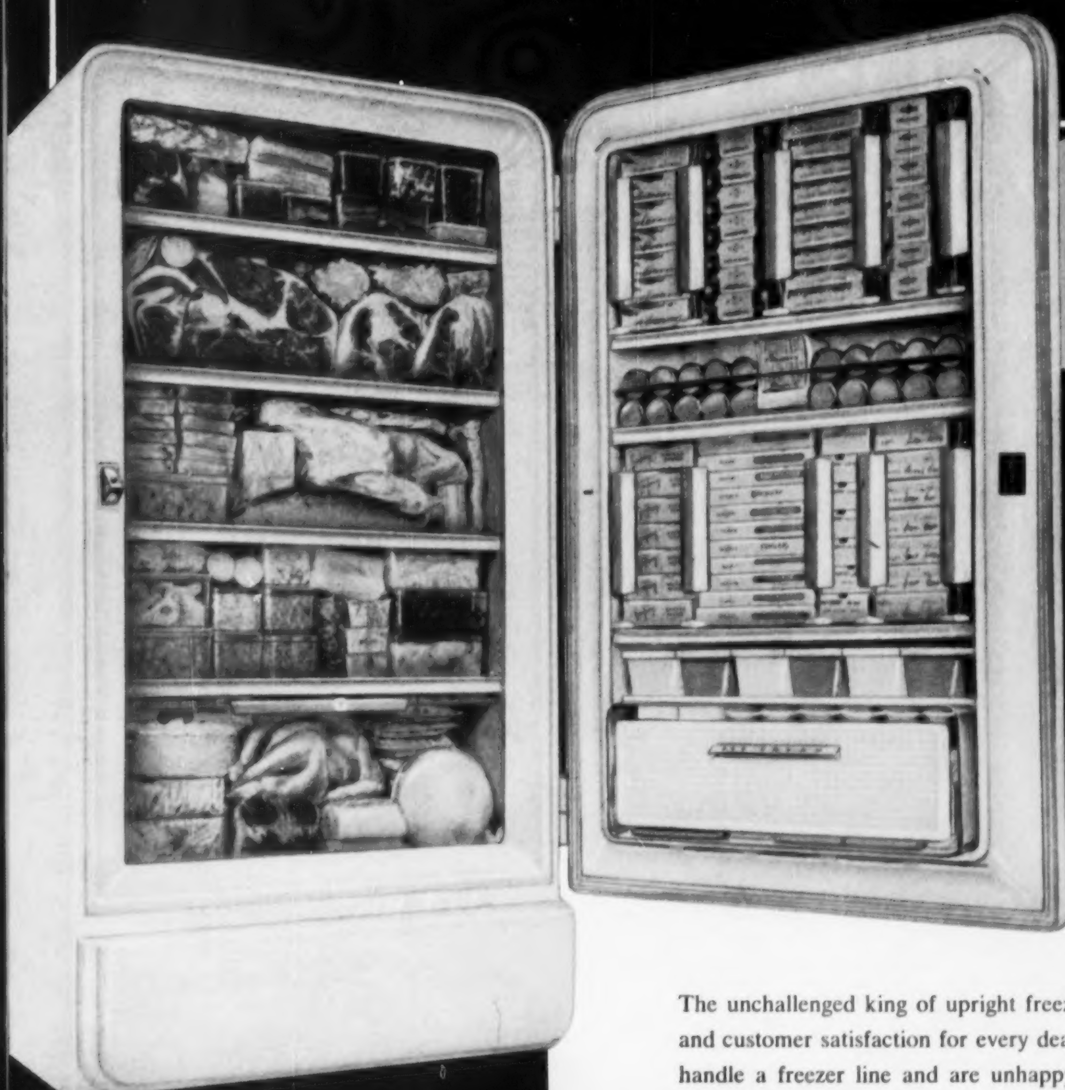
See Next 6 Pages for *Amana* Profit News!

The Finest Made!

Amana UPRIGHT FREEZERS

The ONLY Freezers

"Guaranteed To Outperform All Others"



with NEW COLOR INTERIORS

plus PROVEN PROFIT MARGINS

Model 19 Freezer

The unchallenged king of upright freezers continues to produce top profit and customer satisfaction for every dealer that handles it! If you currently handle a freezer line and are unhappy with profit margins, service complaints, or customer satisfaction, you'll want to investigate Amana.

Or, if you're missing the wonderful profit opportunity that freezer sales can mean in *your* 1957 picture, be sure to find out what Amana can offer.

Remember, *only* Amana offers exclusive Stor-Mor door; Amana-Matic freezing; the time-tested Amana Plan For Better Living and other dealer aids.

See Next 4 Pages For More Amana Profit News!

NEW Amana® ROOM

PLUG-IN, 115-VOLT MODEL WITH NEW LOW PRICE; HIGH PROFIT!

THE DELUXE LINE

Is also available in ½, and ¾ H.P. models

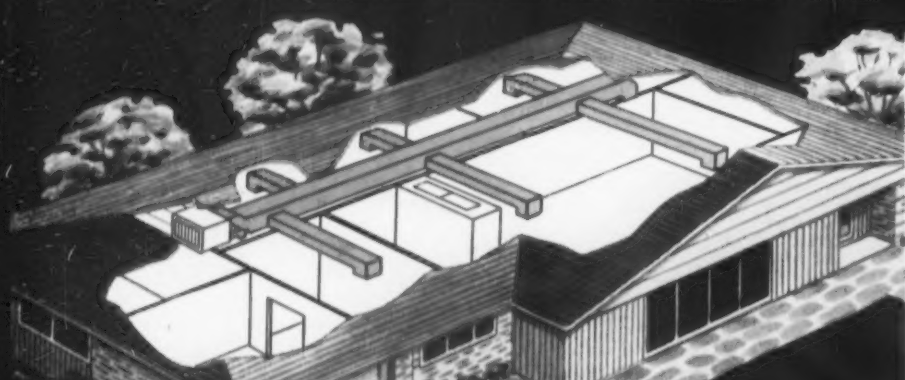
- Requires no troublesome 230-volt wiring. Installs with minimum effort.
- Easy shell mounting. Shell can be mounted independently, unit inserted later for fast and easy installation.
- True Amana quality. Provides top performance, trouble-free service.
- Full 1-horsepower. High-capacity, heavy-duty system, yet retails at economy price with full profit margin.

2 More *Amana* Profit Pages!

PLUS A PAIR OF BUILT-IN BEAUTIES PACKED WITH PROFIT FOR '57!

The Magnificent Amana Built-In Freezers and Refrigerators High on Profit and Low on Installation Costs!

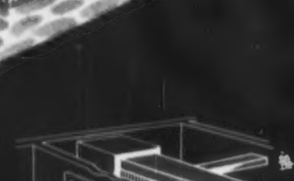
Backed with all the traditional quality that the Amana name commands in home refrigeration products, these two Built-In beauties sell easily and give you top-profit margin. Completely self-contained; require no separate refrigeration lines or expensive installation extras. Available in lustrous Coppertone, Shasta White, Pastel Yellow, or with stunning Brushed Chrome doors. Freezer holds 234 pounds of frozen food; refrigerator is equivalent to conventional 10-cubic-foot model. Be sure to ask about the Special Amana Builder Plan. It can mean *extra* sales for you!



NOW AT A NEW LOW PRICE, CENTRAL-SYSTEM AIR CONDITIONING FOR THE ENTIRE HOME THAT'S EASY TO INSTALL, EASY TO FINANCE, EASY TO PICK UP TOP PROFIT!

Two top performing units . . . 2 and 3½ ton models. Both fully air cooled to avoid the trouble and cost of water installations, permits and taxes. Mean an entirely new profit area for the builder or dealer who handles these revolutionary new Amana Central-System units. Case history after case history, even in last year's cool Summer, point out a terrific opportunity in this "whole-home" air conditioning field.

For basements, choose from many installations. Amana unit requires little floor space. Or suspends from ceiling!



Utility rooms, or large closets, often make ideal hidden locations for the new Amana Central-System air conditioning.

month after month...

15½ million* men and women "live by the book"

...and the book is Better Homes and Gardens

4,250,000 COPIES EACH MONTH

The complete action-influencing value of BH&G only *begins* with its huge current-issue audience. Back-issue readership is tremendous, too. 9,400,000 readers recently referred to ads or articles in an issue of "the book" 4 to 12 months old. An average issue of BH&G is read by 15,500,000 people. One-third of the 123,800,000 people in the U.S. 10 years of age or older read one or more of every twelve issues. That's 44,150,000 readers of Better Homes and Gardens—and over 40% of them are men. Meredith Publishing Company, Des Moines 3, Iowa

during the year...

⅓ of America reads Better Homes and Gardens

**A 12 Months' Study of BH&G Readers, Alfred Politz Research, Inc., 1956*

KitchenAid®

products make "round-the-clock"

KitchenAid products are in action "round-the-clock" to make life more enjoyable for homemakers.

The Coffee Mill grinds morning coffee KitchenAid-fresh at the flip of a switch. The Food Preparer, with its practical time-saving attachments, performs so many food preparation tasks so efficiently all day long. The KitchenAid Automatic Dishwasher, with its *exclusive* Hobart revolving wash system and powered electric drying, provides pleasant relief from "doin' the dishes."

KitchenAid products "in action" will make money for you "round-the-clock" when you show your prospects how they work, how they differ from all other products.

EIGHT DISHWASHER MODELS

Included in the eight automatic dishwasher models are counter-height with base cabinet and portable styles in addition to the free-standing, undercounter and sink combination units—gravity drain or pump out. *All* models have the exclusive Hobart revolving wash system that power washes and rinses much more efficiently than the splasher or deflector type sprays. No need to pre-rinse with a KitchenAid. Even odd-sized, odd-shaped pieces and delicate stemware are completely safe. Exclusive rack design simplifies loading and provides greatest capacity.

KITCHENAID HAS SEPARATE DRYING UNIT

An exclusive, separately powered electric hot air blower fan dries everything completely... hospital clean! Hobart's dual strainer system positively prevents food particles from spraying back on dishes. The circular sump is self-cleaning. Dealer records show that service calls on KitchenAid Dishwashers are extremely rare—in fact, less than 1% despite the tremendous increase in volume. This is a mighty important factor in dealer profit!

UNDERCOUNTER MODELS IN BEAUTIFUL DECORATOR FINISHES

The KD-11 undercounter model offers a choice of glistening Stainless Steel, glowing Antique Copper or a choice of colors by special arrangement. The counter-height KD-41 is available in Stainless or Copper. All models can be had in gleaming All-White Enamel.

sales for you!

KITCHENAID ELECTRIC COFFEE MILLS IN MATCHING COLORS

One *sure* way for your customers to get *good-tasting* coffee every time is the KitchenAid Electric Coffee Mill way...it, too, is designed by Hobart to blend with any kitchen decor. Available in finishes that match the food preparer, the KitchenAid Coffee Mill stores whole-bean coffee safely from flavor- and strength-robbing elements. When the switch is flipped, the mill grinds only as much as is needed. Your customers have never tasted better, fresher coffee. Try brewing some right in the store—you'll be amazed at the sales results!

GET BACK OF THE LIVE BETTER ELECTRICALLY PROGRAM

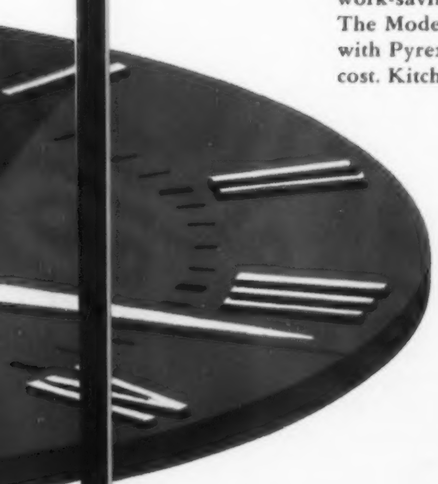
This full page ad in four colors was seen by over four million readers of Saturday Evening Post in September. It was merchandised through counter cards and blowups to KitchenAid distributors and dealers as a regular part of Hobart's advertising and promotion program designed specifically to *help* KitchenAid dealers sell. And, it'll be bigger in '57!

FOOD PREPARERS IN SIX BEAUTIFUL COLORS

Even your most exacting customer can find a color she likes in the broad KitchenAid line of 3C mixers. Antique Copper, Satin Chrome, All-White, Petal Pink, Sunny Yellow or Island Green offer a complement to any kitchen color scheme. Four- and five-quart mixers are available in White. All three sizes have famous Hobart "round-the-bowl" mixing action that guarantees complete and thorough mixing...and perfect recipe results every time.

KITCHENAID FOOD PREPARER EXTRAS

KitchenAid Mixers have the extra power—from motors specifically designed by Hobart—to operate a full line of work-saving attachments without an expensive adapter. The Model 3C has handy up-front mixing guide. It comes with Pyrex bowl. Aluminum is available at slightly higher cost. KitchenAid Mixers are the *finest made!*



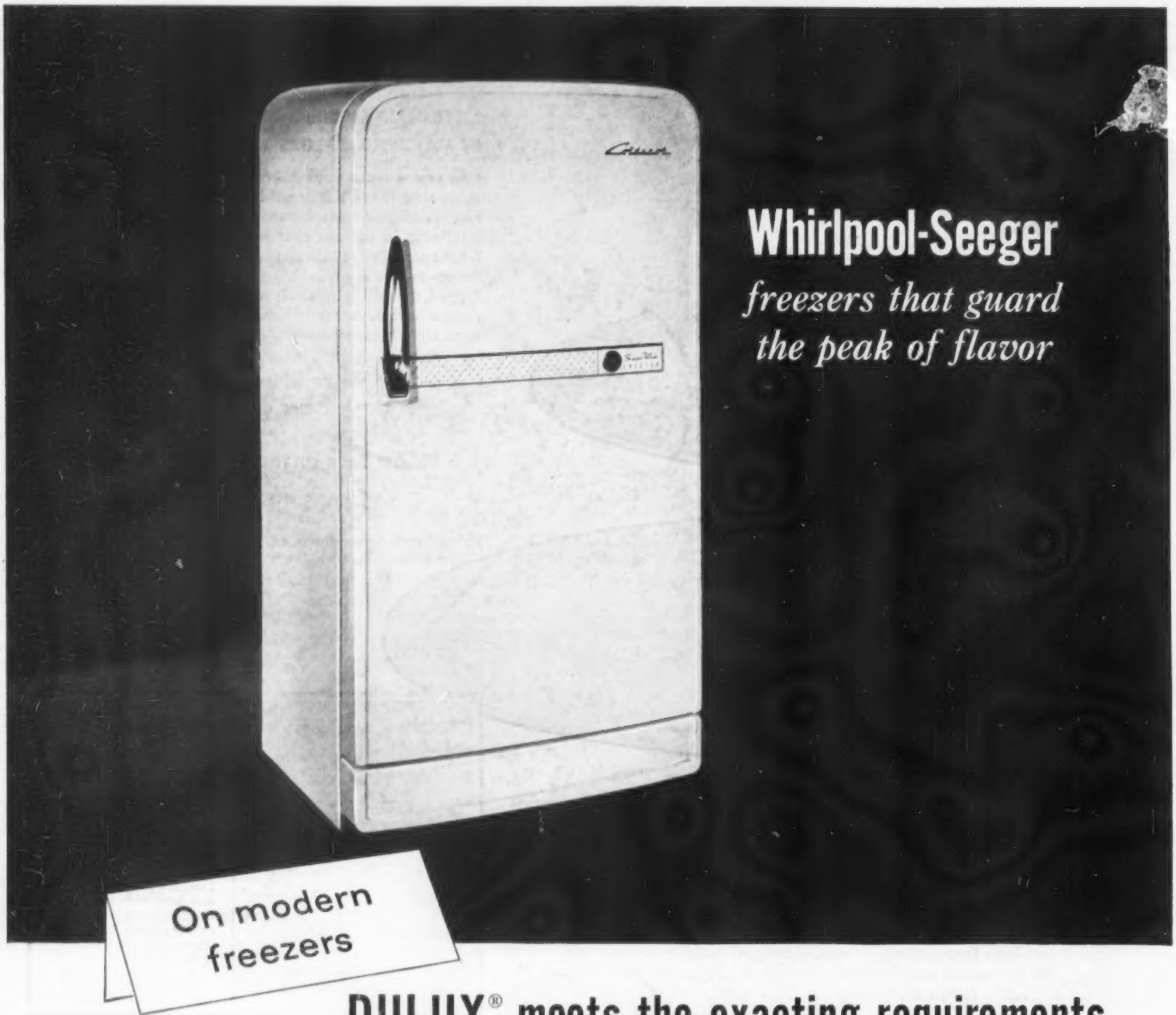
KitchenAid®

The Finest Made . . . by Hobart

The World's Largest Manufacturer of Food, Bakery, Kitchen and Dishwashing Machines

For information, write KitchenAid, Dept. KEM, The Hobart Manufacturing Co., Troy, Ohio. In Canada, write 175 George St., Toronto 2.

See *all* KitchenAid products in our permanent display headquarters in the Merchandise Mart, and at the NAHB, Booths 446-447, Sherman Hotel, Jan. 20-24. See KitchenAid Electric Housewares, Booths 193-195, National Housewares Show, Navy Pier, Chicago, January 17-24.



DULUX® meets the exacting requirements of today's topflight manufacturers

DU PONT
REG. U.S. PAT OFF.

"DULUX" ENAMEL

Better Things for Better Living . . . *through Chemistry*

America's leading home-appliance finish

Over 53,000,000 major home-appliance units now in service are finished with Du Pont DULUX Enamel.

LEADING APPLIANCE MANUFACTURERS know that durable Du Pont DULUX is a finish of *consistent* quality. Every shipment of this fine finish meets the *same* rigid specifications. And that's just one of the important cost-cutting, sales-winning advantages that DULUX offers.

Constant research by Du Pont chemists has resulted in a finish that gives more rugged resistance to chipping, cracking, scratching and staining. Application costs are lower, too—without sacrifice of quality appearance and dependable performance.

DULUX keeps its flawless appearance after years of constant use in the home. Its easy cleanability, resistance to wear and long-lasting whiteness help build the continued customer satisfaction so vital to the success of any appliance line. *No wonder so many of today's topflight appliance manufacturers use Du Pont DULUX Finishes.*

E. I. du Pont de Nemours & Co. (Inc.), Finishes Div., Wilmington 98, Del.

REVOLUTIONARY

new ideas

ALWAYS COME FROM

Vornado®

and now . . . here's 16 pages of radically new

- *AIR CIRCULATORS*
- *ROOM AIR CONDITIONERS*
- *RESIDENTIAL AIR CONDITIONERS*

Plus . . .

the most dramatic new product ever developed for sale by appliance outlets

THE VORNADO AUTOMOBILE AIR CONDITIONER!

DEALERS IN THE KNOW *go!* WITH Vornado

You asked for something

THE SENSATIONAL **Vornado**®

VORNADO'S AMAZING TWIN-THIN SETS THE PACE WITH

- 18 Automatic Comfort Settings
- 115V or 230V Operation
- Chemical Air Purifier
- New 360° Air Diffuser
- Dual Air Filters
- Fresh-Exhaust Air

Never So Much Power . . . So Many Features packed in such a compact unit!

AND REVOLUTIONARY ***NEW***

Duo-Flow **COOLING PROCESS**

SETS NEW PERFORMANCE RECORDS!

Doesn't Stick UP!
Doesn't Stick OUT!
Doesn't Stick IN!

TWIN-THIN

just 16" low
just 16" thin!

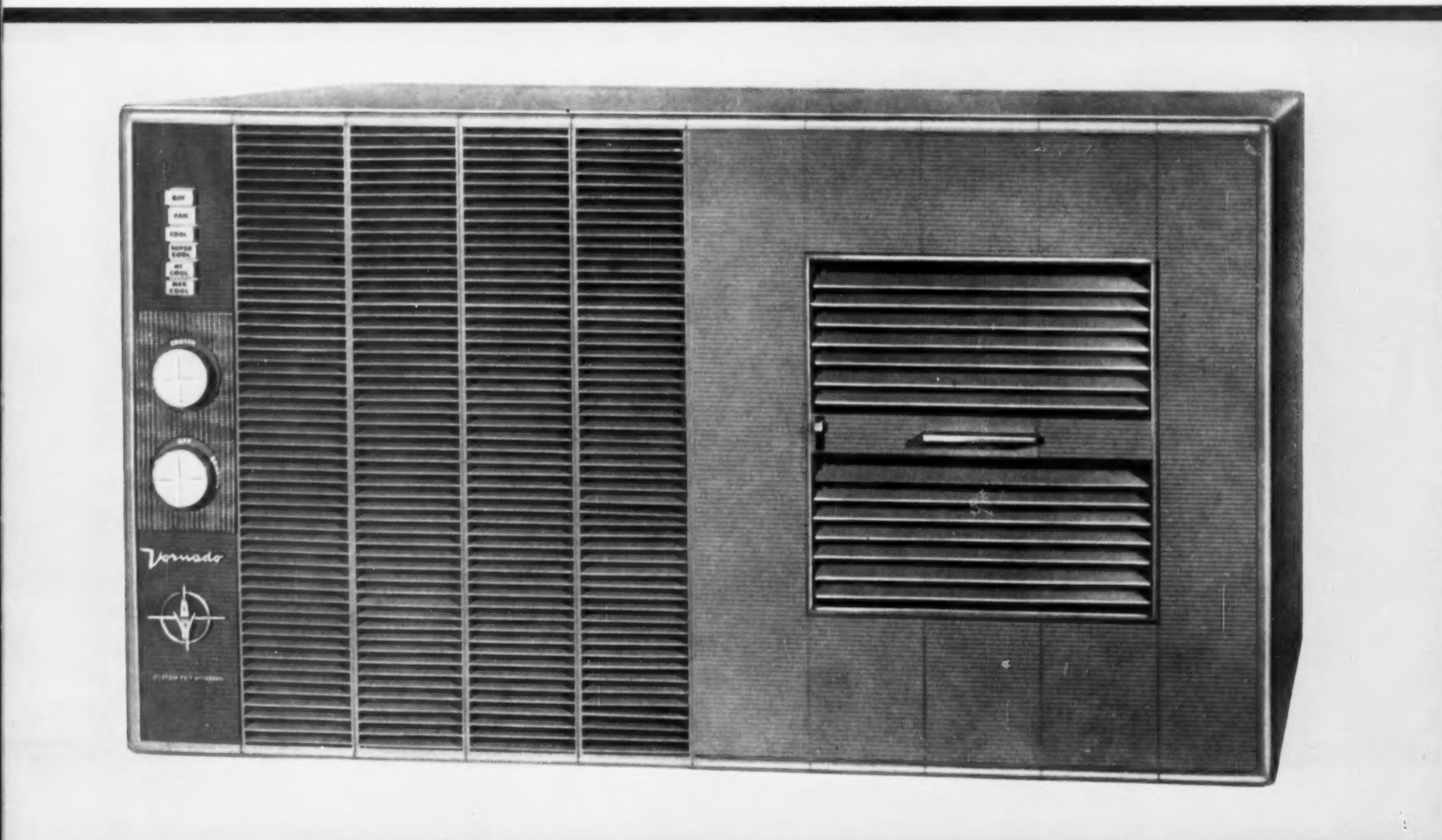
More Light! More View!
More Versatility!

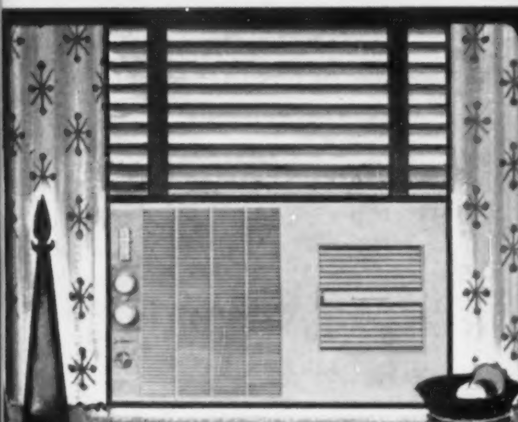
FITS FLUSH IN THE UPPER SASH
Won't interfere with lower-window view

DEALERS IN THE

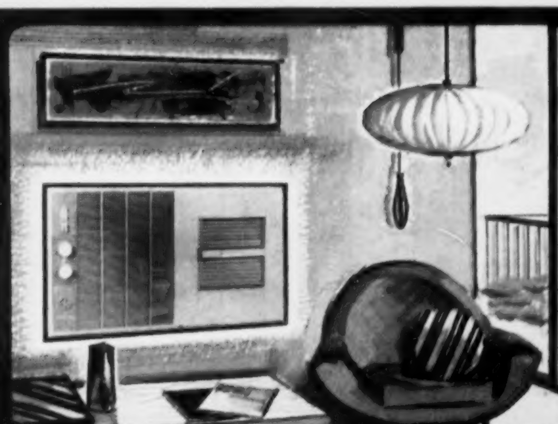
radically new . . . here it is!

TWIN-THIN





INSTALLS FLUSH IN THE LOWER SASH
Doesn't stick out . . . up . . . or in!



GOES THROUGH THE WALL
Hides away in the wall! Leaves windows free.

ROLLS FROM ROOM TO ROOM
Wheel it around on a Rollabout Stand

KNOW *go!* WITH Vornado®

Vornado®

. . . a sensational FULL line

offers MORE cooling for LESS!

- Triple-Power Cooling
- Exclusive Vornado Circulators
- Exhaust Air
- Automatic Thermostat
- Single Unit Control
- Decor-Blend Styling
- A Serviceman's Dream! All parts readily accessible . . . platform mounting for quick installation!

DEALERS IN THE

Deluxe Air Conditioners

including 7½ AMP. ¾ H. P. . . . 12 AMP. 1 H. P. . . . 115 volts

Competition getting tough?

GO DELUXE with VORNADO

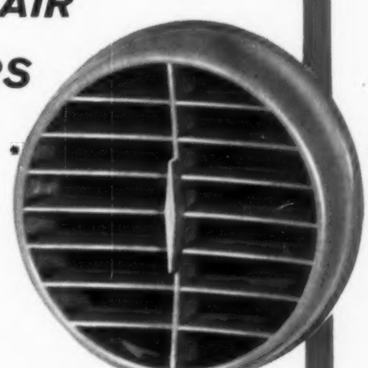
These sensational units have the prices . . . the performance . . . the features to beat anything com petition has to offer. ***PLUS . . .***

NO MATTER WHAT YOU NEED—THERE'S A VORNADO DELUXE TO FIT!

½ · ¾ · 1 · 1½ H. P.

For Large Room, Small Room, Multiple Rooms, Apartments, Homes, Offices! Choice of voltage, too!

EXCLUSIVE AIR CIRCULATORS



20% GREATER COOLING EFFECT!

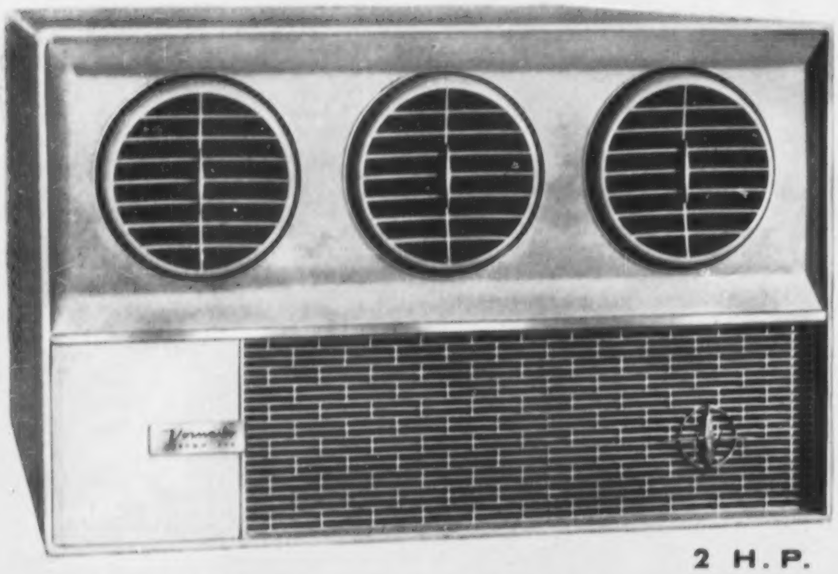
Only Vornado offers you these exclusive air circulators for greater cooling effect. 360° rotation . . . tilt up or down . . . move ALL the air into every corner of the room.

And to help you CLOSE—a Great Sales-clinching package—4 Vornado Circulator sets . . . Each in beautiful decorative colors—A real *PLUS* package to help sell every customer!

KNOW *go!* WITH Vornado

best multi-room cooling ever built!

Vornado® CUSTOM "200"



2 H.P.

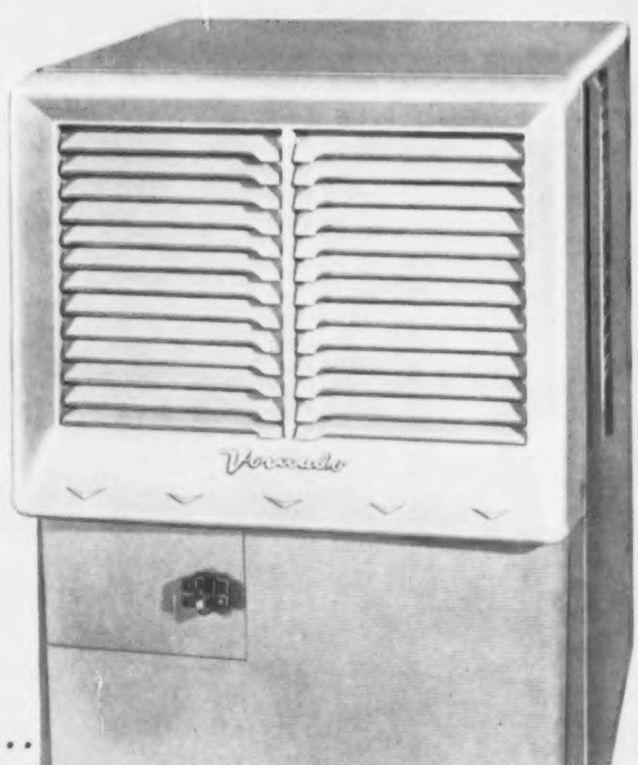
- Mounts flush in the window ...in the transom!
- Fresh–Exhaust Air
- 18 automatic comfort settings
- 3-speed fan blower
- Dual filters
- High velocity action
- Exclusive Vornado Circulators
- 20% GREATER COOLING EFFECT!

approved for apartment or home use!

Vornado® CASEMENT

- Mounts Flush Outside
- Uses ordinary (115v) house current
- Pushbutton controls
- Automatic thermostat
- Twin Filters
- Fresh air damper
- Smart Granite-Gray styling

SPECIFICALLY DESIGNED TO SOLVE CASEMENT WINDOW PROBLEMS!



now! pack your bag . . . and get set . . . .

radically new concept in cooling!

Revolutionary new ideas always come from Vornado

the magnificent

Golden Sierra

COMFORT CONDITIONER

Circulates . . . Filters . . . Purifies

A Salesman's Dream! . . . the most sensational selling features in fan history!

7 SILENT SENTINELS

FRESH-N-FREE FILTER
Exclusive! Air Conditioner-type filter efficiently removes dust and pollen from the air.

MAGIC-FRESHNER
Another Vornado FIRST! Chemically purifies the air for mountain-breeze freshness.

THERMO-SET
Automatic thermostat control to maintain constant comfort-cool temperatures.

ELECTRO-REVERSE
Reverses automatically. Exhausts or intakes—at the touch of a golden button!

SENTINEL TIMER
Shuts off everything (including the power) at any designated time within a 5-hour period.

AIR-GUIDE GRILLE
Aerodynamically designed grille guides energized air to every corner of the room.

POWER BEACON
Softly-glowing indicator tells at a glance whether power is "on" or "off".

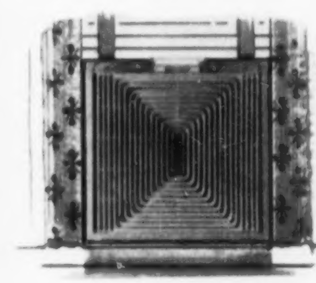
7 sensational Sierras to sell!

Available in 16" and 20" sizes.

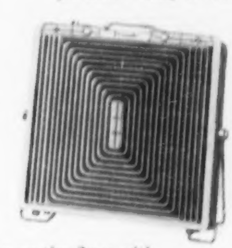
ALL with full 5-year guarantee at NO EXTRA COST!

Stock the Seven Sierras! Watch 'em Sell!

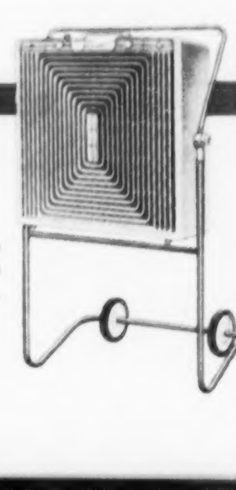
ALL COMPLETELY VERSATILE!



Installs in the window . . . portable—easy to move.



Use on the floor with Tri-Pex Floor Stand.

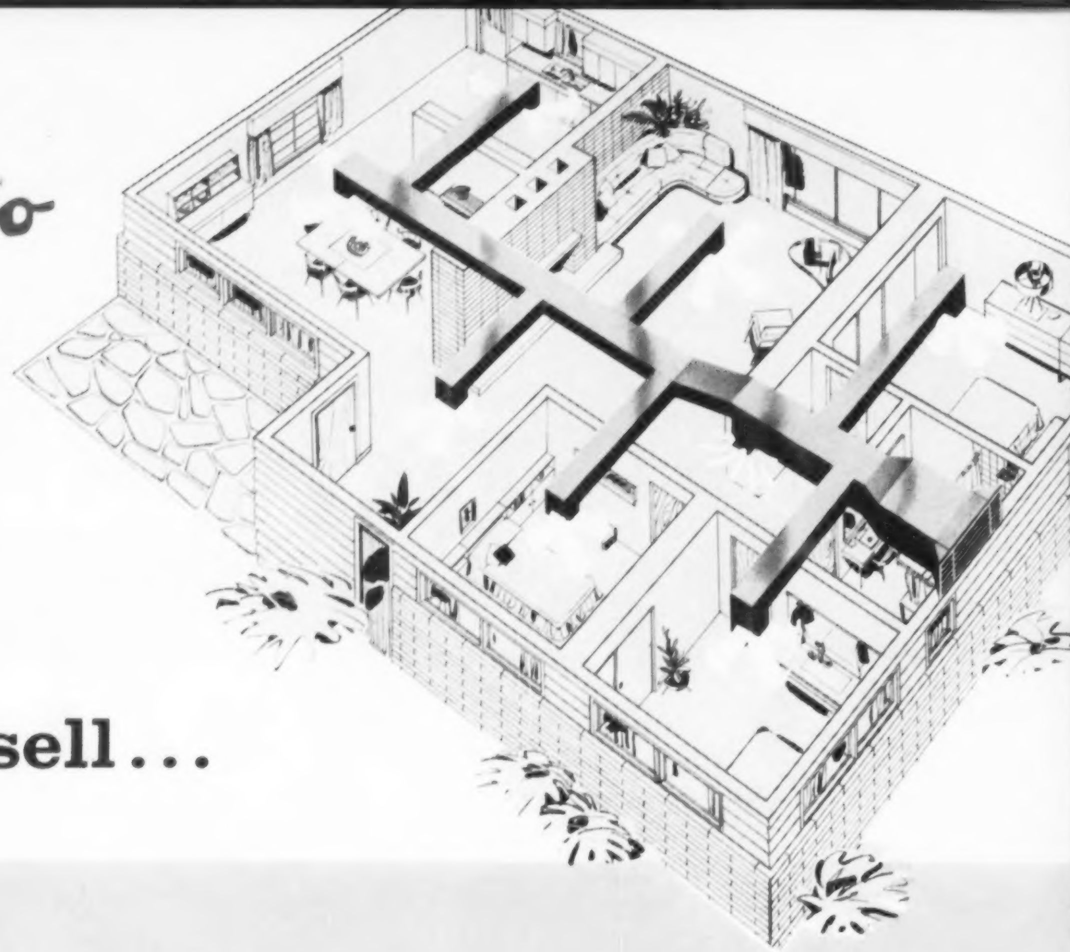


Rolls from room to room on Wheelabout Stand.

WITH Vornado®

Vornado

pioneering opens a profitable new field for you to sell...



RESIDENTIAL AIR

IT'S A BIG NEW MARKET!

Here's a natural for aggressive appliance outlets. Residential Air Conditioning is a fast growing market with unlimited sales potential. Here is the *real* future of the Air Conditioning business...and you can get in on the ground floor.

Vornado's Selected Dealer Plan lets you "cash-in" — Vornado's program is designed to give you sound organization help... qualified leads... volume sales... adequate sales area.... FULL PROFITS!

HERE'S HOW VORNADO SETS YOU UP TO SELL!

* Complete Plans for setting up your organization . . . sales . . . installation and service.
* Complete and continuing Sales Training program . . . at the factory, in the field.
* Sales Tested and Proven Advertising and Merchandising Program.
* Traffic Building Prospect Program
* Complete Display Program

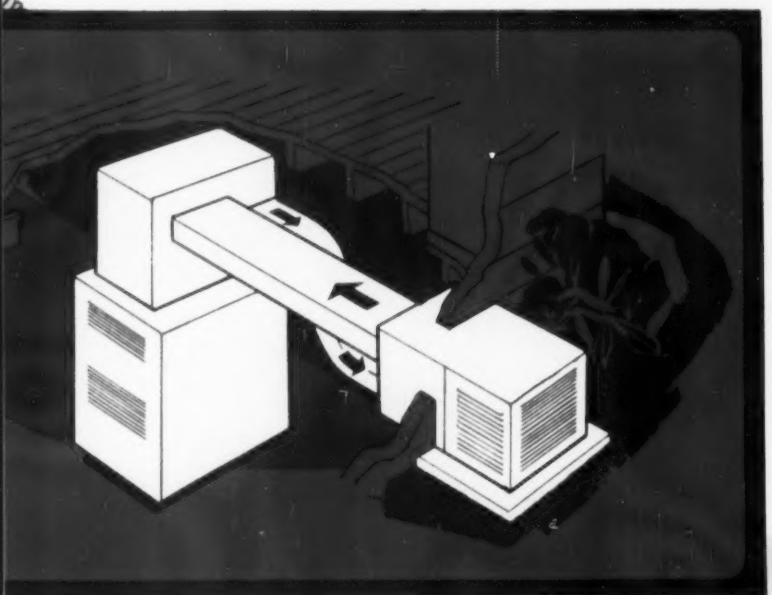
AND VORNADO BACKS YOU ALL THE WAY WITH NATIONAL AND LOCAL ADVERTISING...SENSATIONAL PROMOTIONS!

BE A LEADER... GET IN ON THE GROUND FLOOR......

Revolutionary new ideas always come from Vornado

DEALERS IN THE KNOW go!

another first... Vornado's PACKAGED HOME AIR CONDITIONER!



- Costs less . . . Installs for less . . . Operates for less!
- Completely versatile—connects to existing ductwork or installs as separate system with prefab Vornadoduct!
- Fully Air Cooled! No expensive plumbing or water tower!
- Twin Compressor Unit. Powerful! Compact! Cools 2-, 3-, 4- bedroom homes—better, for less!
- Use it anywhere—in the attic, crawl space, furred down hallway.
- Full 5-year Factory Warranty!
- Fully complies with FHA mortgage, insured properties.

CONDITIONING

HERE'S ALL YOU HAVE TO DO!

To qualify for Vornado's Selected Dealer Franchise . . . set up:

- Adequate facilities, to stock, display and demonstrate Vornado's compact home air conditioner.
- Sufficient Manpower to sell, install and service Vornado's outstanding residential air conditioning systems.
- Outside Sales Force to follow tailor-made leads! Vornado's proved-in-the-home plan provides plenty of GOOD, qualified prospects!
- Adequate Financing—to stock and handle Vornado's residential air conditioning line.

If you are set up to sell present appliance lines . . . if you are aggressively looking for new profit opportunities—you're practically "in business" right now!

VORNADO DEALERS SET ALL-TIME RECORD HIGH in the Sale of Air-cooled units in '56

Case Histories Available

A request on your letterhead will bring actual case history records of high-volume Vornado Dealers in 1956. Write Today!

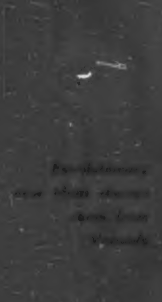
Get in on Vornado's Triple-Trip plan too!

- See Rome! Madrid! Gay Paree!
- See Miami! Havana! Nassau!
- See the States!

EARN THE ONE YOU WANT... it's so easy... see your distributor now!

.....FOR GREAT PROFITS IN '57

WITH Vornado



NOW—HERE IT IS! The greatest sales opportunity since Room Air Conditioning!

Vornado's® amazing automobile air conditioner you can sell!

DESIGNED WITH YOU IN MIND BECAUSE:

- All YOU have to do is SELL!
- Vornado's *SELECTED DEALER FRANCHISE* assures you unlimited sales potential.
- Volume sales leads developed for you by Vornado's national and local saturation advertising.
- You sell a COMPACT PACKAGE UNIT . . . easy to handle!
- NO INSTALLATION, servicing or warranty problems! Factory-franchised facilities handle them for you!
- AN EXCLUSIVE *NEW* PRODUCT . . . puts you first in the market.

An open letter to the industry

FROM O. A. SUTTON

We are justifiably proud to announce to the appliance industry another great sales and profit opportunity...automobile air conditioning. We firmly believe that automobile air conditioning will rank with home cooling as a volume producing item.

Development of an automobile air conditioner is consistent with our policy to seek out, design and produce new mass appeal products for you to sell. As you know Vornado has played a leading role in the development of home cooling methods and is now the first and only major manufacturer to recognize and offer to you the tremendous potential of automobile air conditioning.

Our new Automobile Air Conditioner is the first engineered for true mass production making possible appliance-type nationwide sales and merchandising efforts. A revolutionary new design makes it possible for you to sell it as a "carry out" item... without the complications of installation and service previously associated with a product of this nature.

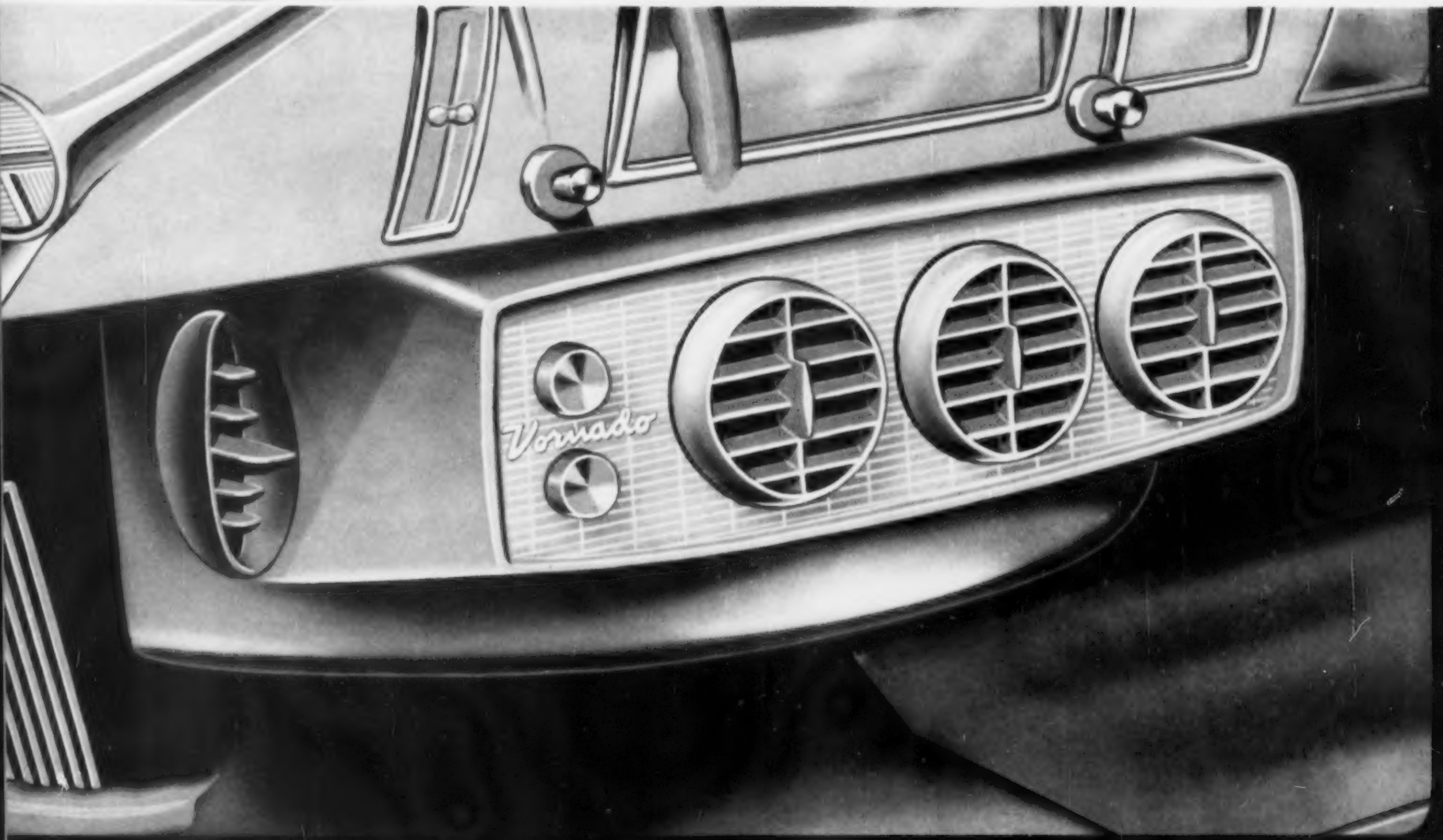
Vornado has the product...the plan... the price...the nationwide facilities. You, as an aggressive appliance merchandiser, have the marketing ability...the enthusiasm ...the sales "know-how" to get volume sales locally.

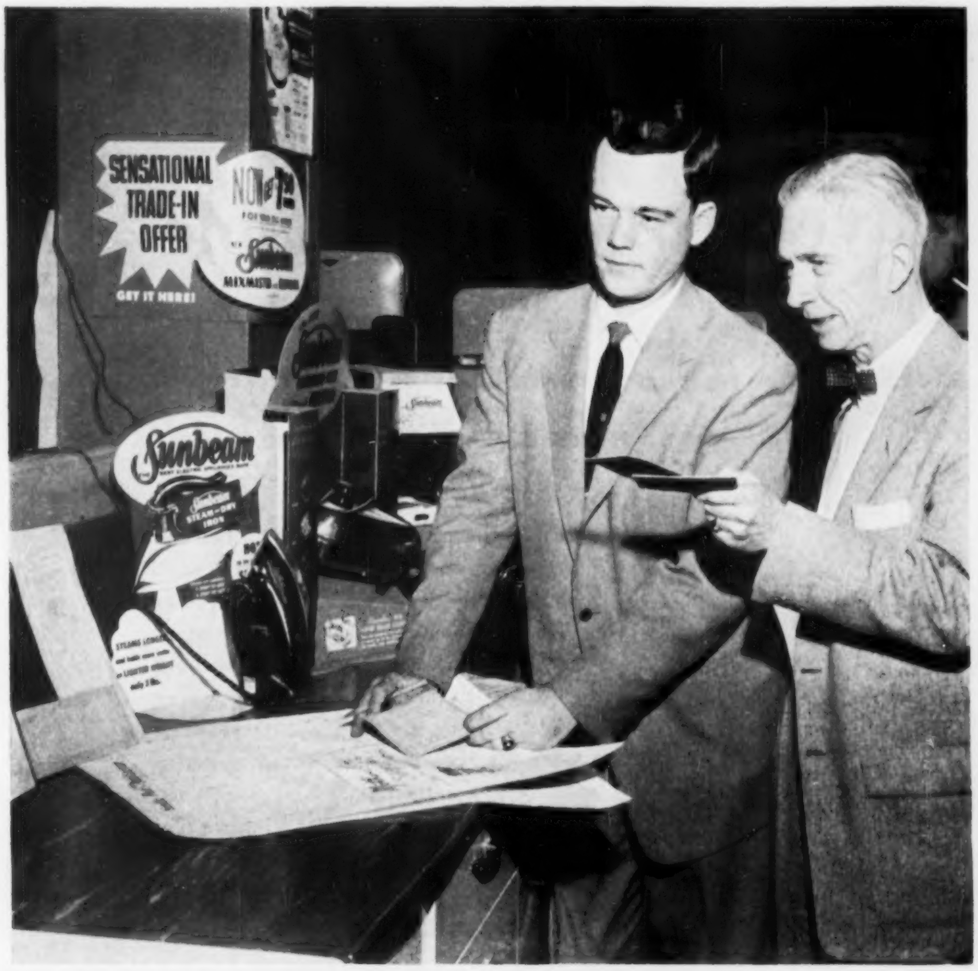
Together we can capitalize on a giant new sales and profit opportunity.

Sincerely,

OA Sutton

President,
Chairman of the Board


Vornado



Working out a special Mother's Day promotion is a task for Graybar Salesman Ken Wilkins and appliance dealer Jack Mulhern. Close co-operation is the keynote to greater appliance sales. Like most Graybar Salesmen, Ken utilizes his promotional background and appliance sales experience to advantage in planning first rate houseware promotions with his dealers.

Here, Ken Wilkins points out sales features of a new product to Mulhern Salesman Hal Askland. (Note window display of electrical appliances in background.) Handling a wide variety of brand-name appliances on a day-to-day basis gives Graybar Salesmen an intimate knowledge of product lines, and makes them a valuable source of sales information.

Giving a dealer's salesman a helping hand in changing a display to feature summertime items is another of the functions of Graybar Salesmen like Ken Wilkins. Shown here are some of the traffic building fans, mixers, broilers and irons featured at Mulhern's Appliance Company, Bellingham, Washington.

"Graybar has been giving us the service we've needed for 21 years"

SAYS: JACK MULHERN, Owner, Mulhern's Appliance Company, Bellingham, Washington

"The extent of service provided by suppliers is our buying guide. That's one of the reasons we've been doing business with Graybar since 1935.

"Bellingham is ninety miles from our prime source of electrical merchandise, Seattle. It's vitally important that we maintain a well-balanced inventory of brand name appliances. And it's equally important that we can depend on emergency deliveries of electrical housewares when necessary. Graybar has always satisfied these prerequisites.

"Moreover, we like the calibre of Graybar personnel. They help simplify our selling job. We appreciate their close cooperation and we value their well-informed advice about products, prices and promotions. This type of information and assistance goes a long way in building volume traffic.

"Rendering this kind of service is the best assurance that Graybar and Mulhern's will be doing business together for many years to come."

677-61

Your Customers ***WANT*** *the popular appliances... recommended by* **GraybaR**

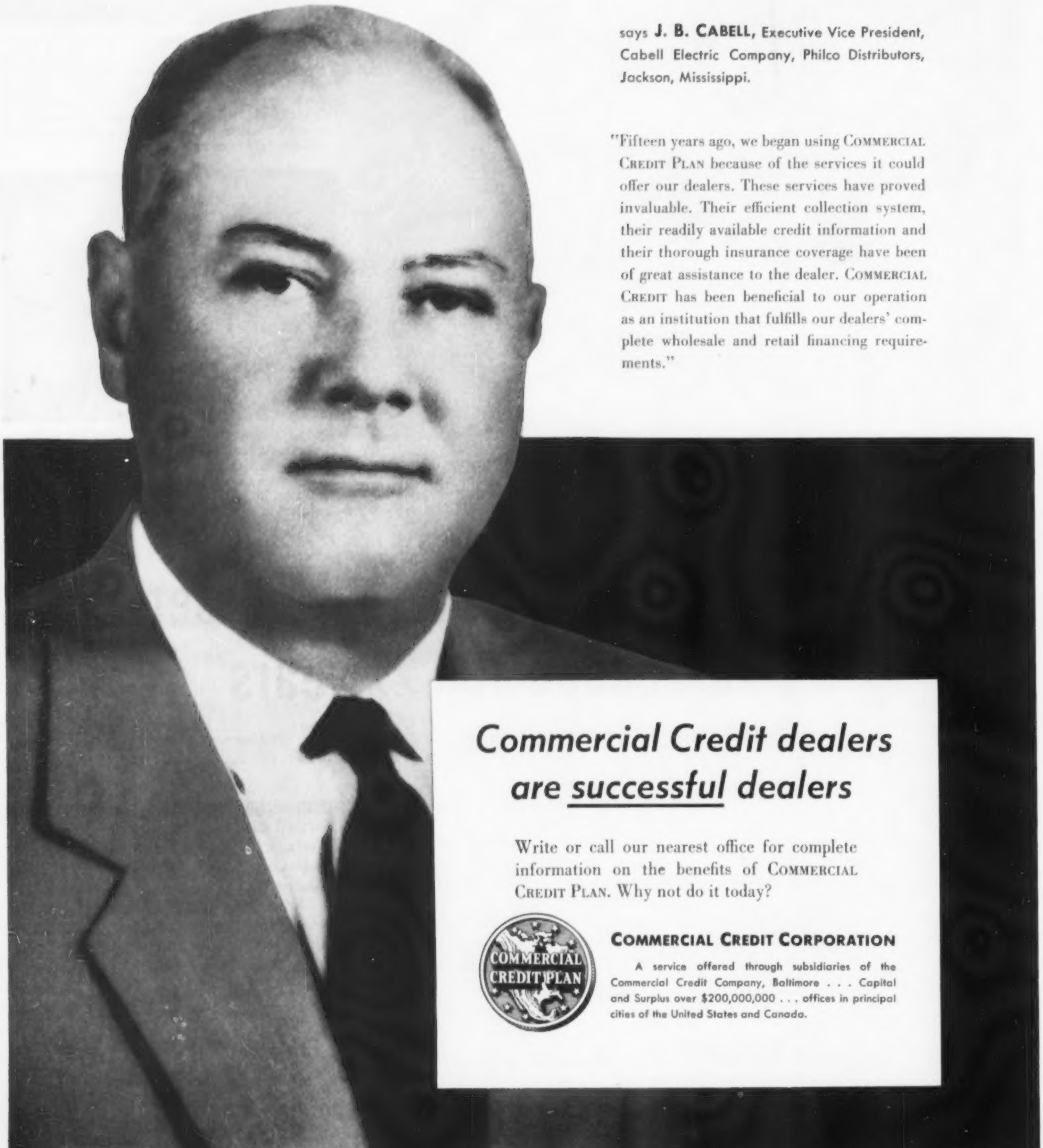
GRAYBAR ELECTRIC CO., INC.
Executive Offices:
Graybar Building, 420 Lexington, Ave., New York 17, N. Y.

IN OVER 130 PRINCIPAL CITIES

"...services have proved invaluable"

says **J. B. CABELL,** Executive Vice President, Cabell Electric Company, Philco Distributors, Jackson, Mississippi.

"Fifteen years ago, we began using COMMERCIAL CREDIT PLAN because of the services it could offer our dealers. These services have proved invaluable. Their efficient collection system, their readily available credit information and their thorough insurance coverage have been of great assistance to the dealer. COMMERCIAL CREDIT has been beneficial to our operation as an institution that fulfills our dealers' complete wholesale and retail financing requirements."



Commercial Credit dealers are successful dealers

Write or call our nearest office for complete information on the benefits of COMMERCIAL CREDIT PLAN. Why not do it today?

COMMERCIAL CREDIT CORPORATION

A service offered through subsidiaries of the Commercial Credit Company, Baltimore . . . Capital and Surplus over $200,000,000 . . . offices in principal cities of the United States and Canada.

A $25-billion increase in gross national product

Full capacity for the steel industry

800,000 more automobiles

A 10% jump in industry expansion

$1.8-billion more for construction

A $15-billion gain in consumer spending

EVERYTHING ADDS UP TO A RECORD IN 1957

BY THE McGRAW-HILL DEPARTMENT OF ECONOMICS

Text starts on next page

EVERYTHING ADDS UP TO A RECORD 1957

FOR appliance dealers the outlook for 1957 is very good—as the charts on this page clearly show. They indicate a gain from the 1956 record volume of $8.4-billion to $9-billion this year. And for the economy as a whole it looks like another record-breaking year. In 1956 the total amount of goods and services produced by the nation amounted to $410-billion. This is $20-billion more than was produced in 1955.

By the end of 1957 it is expected that our economy will have produced $435-billion worth of goods and services. This will mean an increase of about $25-billion over 1956.

This record rate will mean that industrial production should also increase. Last year the industrial production index averaged about 143 (1947-49=100). It might have been higher but for the month-long steel strike, which held down production in steel-using industries as well. In the year ahead, the index of industrial production should average about 148.

Some industries have not yet fully recovered from the effects of the steel strike. So the steel industry is expected to operate at close to capacity throughout the first half of the year—with perhaps a slight tapering off in the last half of the year. For the year as a whole it is expected that the steel industry will produce 119-million ingot tons, compared with 115-million ingot tons last year.

In addition, the auto industry will be an important factor in keeping production high. By most measures, the auto industry had a good year in 1956. More than 5.9-million cars were produced, making it the third best year for the industry.

With the new models on the market it is expected that about 6.7-million cars will be produced in 1957. This stepped-up production is one of the reasons why the steel mills will be kept in high gear.

Industry will continue its race to expand

American industry is also expected to continue its record rate of expansion to provide the facilities for the expected increase in production. During 1957 it is estimated that industry will spend $39-billion for new plants and equipment. This would represent a 10 percent gain over 1956.

There is still fear that businessmen are spending at a faster rate than the economy can sustain. Thus, the outlook is for a continuation of the Federal Reserve Board's tight money policy—at least through the first half of the year. With the prospects of a booming economy it seems unlikely that there will be any tax relief for business as a whole. For small businessmen, however, it appears quite probable that measures will be introduced in Congress to provide tax relief.

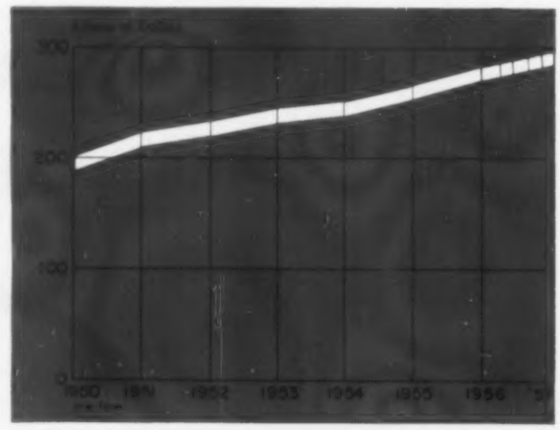
Small businessmen received enough attention during the political campaigns from both parties so that they seem slated for some favorable action. Current proposals are centered on businesses making less than $25,000. These companies might be given a reduction in their corporation income tax rate. Nothing, however, will be done until Congress convenes.

Another sector of the American economy expected to set new records in 1957 is the construction industry. Total construction should amount to $46-billion in 1957, compared with a record $44.2-billion last year. Every major sector of the construction industry is expected to do better this year with the possible exception of residential housing.

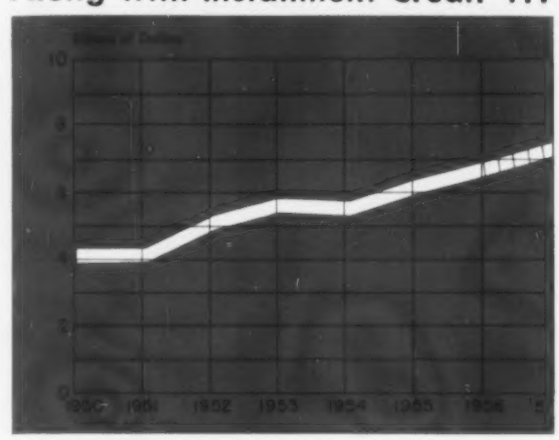
There were about 1.1-million new houses built in 1956. For this year the figure should be roughly the same. This would mean a decline of 200,000 units from 1955, which was the second best year for homebuilding. Thus, the appliance dealer's share of appliances sales accounted for by new homes may be expected to be about the same in 1957 as in 1956.

As the year progresses, however, the government may very well take steps to stimulate homebuilding. The decline in residential housing is being blamed on tight mortgage money. And if there is enough pressure put on housing authorities, there may be some easing of mortgage credit later on in the year. (*Continued on page 128*)

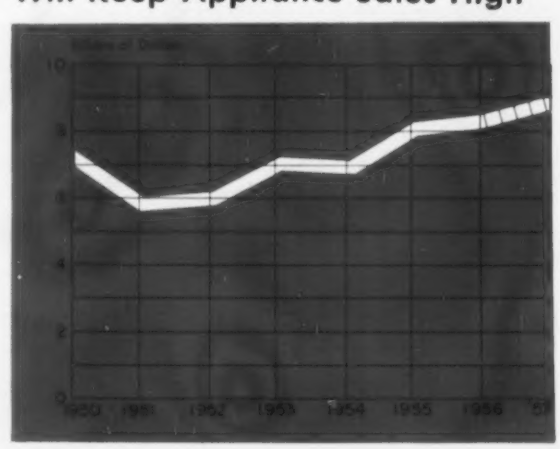
Rising Consumer Income* . . .



Along with Installment Credit* . . .



Will Keep Appliance Sales High



INDEX OF SATURATION JANUARY 1,1957

All figures except radio based on 47,415,000 domestic and farm electric customers. Radio based on 49,600,000 total homes.

Number and Percentage of Wired Homes With			Number and Percentage of Wired Homes Without	
3,600,000	7.6	AIR CONDITIONERS (room)	43,815,000	92.4
6,261,000	13.2	BED COVERINGS	41,154,000	86.8
2,726,000	5.7	BLENDERS	44,689,000	94.3
42,600,000	89.8	CLOCKS	4,815,000	10.2
18,425,000	38.9	COFFEE MAKERS (automatic)	28,990,000	61.1
705,000	1.5	DEHUMIDIFIERS	46,710,000	98.5
2,201,000	4.6	DISHWASHERS	45,214,000	95.4
5,625,000	11.9	DRYERS, CLOTHES (electric and gas)	41,790,000	88.1
3,118,000	6.6	FOOD WASTE DISPOSERS	44,297,000	93.4
8,550,000	18.0	FREEZERS	38,865,000	82.0
9,900,000	20.9	FRYPAN, SKILLET	37,515,000	79.1
12,320,000	26.0	HEATERS, PORTABLE (electric)	35,095,000	74.0
16,691,000	35.2	HEATING PADS	30,724,000	64.8
10,848,000	22.9	HOTPLATES	36,567,000	77.1
4,268,000	9.0	IRONERS	43,147,000	91.0
42,750,000	90.2	IRONS (standard)	4,665,000	9.8
20,161,000	42.5	STEAM IRONS	27,254,000	57.5
20,748,000	43.8	MIXERS	26,667,000	56.2
47,700,000	96.2	RADIO	1,900,000	3.8
13,780,000	29.1	RANGES (Standard)	33,635,000	70.9
685,000	1.4	RANGES (Built-In)	46,730,000	98.6
45,500,000	96.0	REFRIGERATORS	1,915,000	4.0
15,990,000	33.7	SANDWICH-WAFFLER (combinations)	31,425,000	66.3
23,835,000	50.3	SHAVERS	23,580,000	49.7
38,400,000	81.0	*TELEVISION	9,015,000	19.0
36,538,000	77.1	TOASTERS	10,877,000	22.9
31,600,000	66.7	VACUUM CLEANERS	15,815,000	33.3
41,175,000	86.8	WASHERS, ELECTRIC	6,240,000	13.2
8,015,000	16.9	WATER HEATERS	39,400,000	83.1

* NBC Estimate

Manufacturers' Sales and Retail Value of

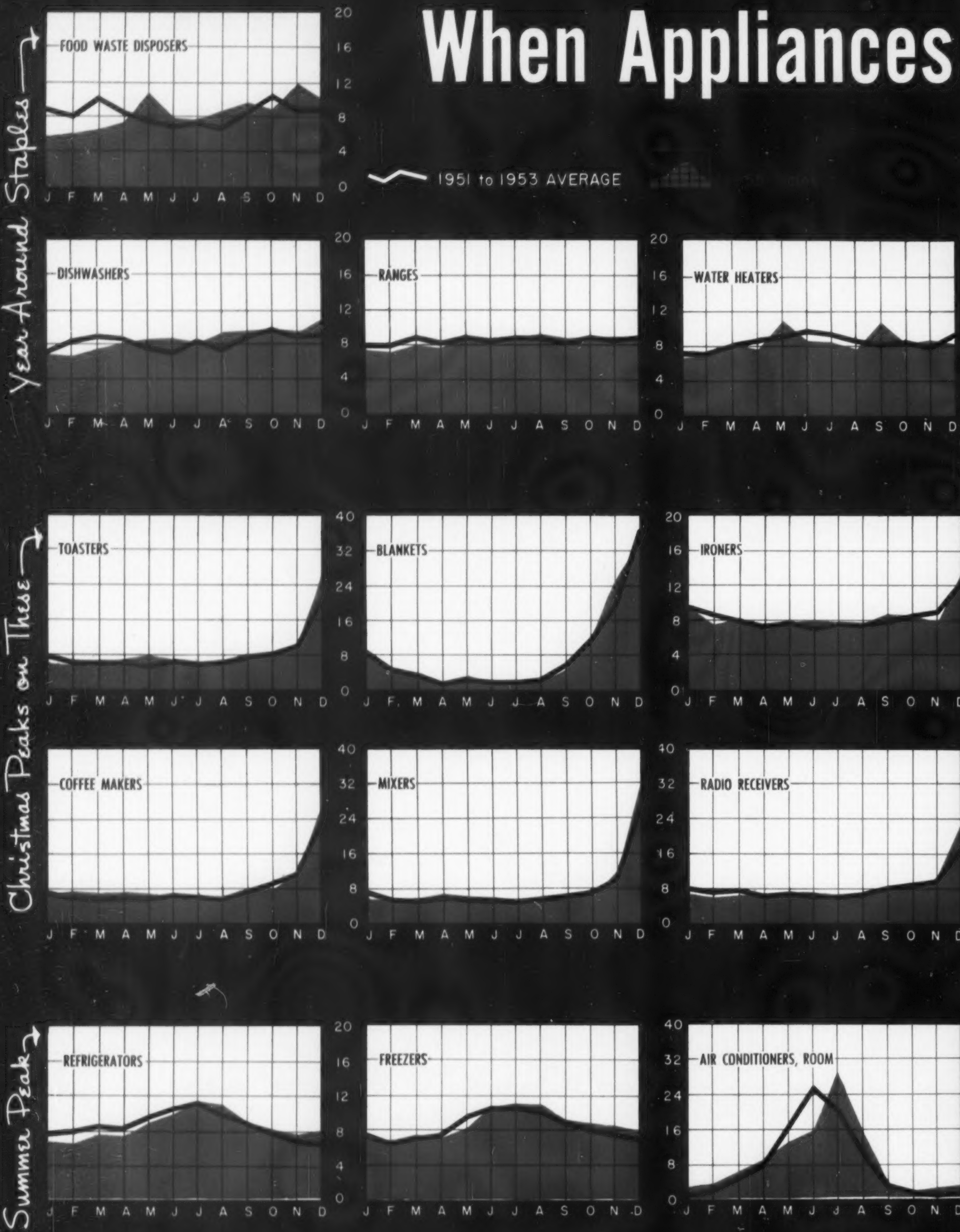
PRODUCT	1947		1948		1949		1950		1951	
	NUMBER SOLD	RETAIL VALUE	NUMBER SOLD	RETAIL VALUE	NUMBER SOLD	RETAIL VALUE	NUMBER SOLD	RETAIL VALUE	NUMBER SOLD	RETAIL VALUE
Air Conditioners, Room	42,900	$17,421,000	73,630	$27,198,000	89,320	$31,473,700	200,900	$62,646,000	237,500	$80,393,000
Bed Coverings, Electric	630,000	26,460,000	675,000	29,025,000	440,000	16,500,000	800,000	31,600,000	776,000	32,980,000
Blenders			215,000	8,170,000	175,000	6,562,500	225,000	8,437,500	290,000	11,455,000
Broilers	255,000	3,442,500	280,000	5,026,000	260,000	4,667,000	295,000	7,360,000	312,000	7,200,000
Cleaners, Vacuum										
Floor Type	3,801,000	285,368,000	3,360,800	257,542,700	2,889,500	221,794,300	3,529,400	280,305,000	2,729,100	234,893,600
Hand Type	186,400	4,827,000	289,900	7,706,400	191,000	5,355,100	230,300	6,614,200	176,000	5,313,500
Clocks	9,729,000	69,076,000	9,995,000	74,962,500	5,280,000	33,200,000	8,100,000	54,000,000	7,500,000	52,125,000
Coffee Makers, Automatic	200,000	4,000,000	600,000	12,000,000	800,000		900,000	25,155,000	1,695,000	43,646,250
Corn Poppers										
Dehumidifiers					25,000		45,000	6,300,000	55,240	7,678,400
Dishwashers, Motor-Driven	120,000	30,000,000	225,000	61,875,000	160,000	44,000,000	230,000	66,700,000	260,000	78,000,000
Dryers, Clothes, Total	58,000	12,180,000	92,000	20,720,000	105,700	24,317,200	318,500	70,449,400	492,000	120,679,500
Electric	38,000		76,700		84,560		250,980	53,378,400	354,000	82,039,500
Gas	20,000		15,300		21,140		67,520	17,071,000	138,000	38,640,000
Fans										
Attic	125,000	15,625,000	85,000	11,050,000	76,500	9,562,500	95,000	12,302,500	90,000	12,325,500
Desk and Bracket	3,555,000	65,767,500	3,470,000	60,725,000	2,776,000	51,356,000	2,450,000	42,262,500	2,225,000	43,387,500
Hassock or Floor							180,000	7,110,000	185,000	8,136,300
Ventilating, Wall & Ceiling	265,000	9,142,500	240,000	9,000,000	255,000	9,817,500	495,000	17,745,800	444,500	14,404,300
Window Ventilating									320,000	16,640,000
Portable Roll-Abouts										
Floor Polishers	185,000	9,250,000					240,000	13,800,000	275,000	16,500,000
Food Waste Disposers	100,000	12,500,000	175,000	21,000,000	155,000	20,925,000	320,000	43,200,000	352,000	47,520,000
Freezers, Home	607,000	200,310,000	690,000	220,800,000	485,000	162,475,000	890,000	289,250,000	1,050,000	378,000,000
Fryers, Deep Fat							500,000	12,475,000	725,000	20,662,500
Frypan—Skillets										
Heaters, Convector & Radiant	1,850,000	26,825,000	1,300,000	16,900,000	835,000	9,602,500	1,115,000	15,364,700	930,000	12,393,000
Fan-Forced & Fan-Heaters									605,000	9,468,000
Non-Fan Forced									325,000	2,925,000
Wall Type										
Heating Pads	2,140,000	13,910,000	1,600,000	10,800,000	1,350,000	9,112,500	1,725,000	11,988,750	1,450,000	10,077,500
Hotplates	1,453,000	13,803,500	1,225,000	10,964,000	820,000	6,519,000	1,160,000	9,454,000	940,000	8,695,000
Ironers	599,300	75,821,800	477,000	71,550,000	307,350	43,028,300	409,200	59,465,900	283,840	49,572,700
Irons:										
Automatic	8,495,000	93,645,000	5,850,000	75,757,500	4,850,000	62,807,500	5,235,000	67,793,300	4,950,000	60,637,500
Travel									298,600	2,687,400
Steam	1,156,000	19,652,000	810,000	13,770,000	965,000	15,391,750	1,645,000	29,527,750	2,100,000	39,795,000
Kitchen Cabinets, Steel	2,790,000	104,600,000	3,236,400	124,776,700	2,132,000	83,852,800	2,969,000	125,848,300	2,672,100	119,930,900
Lamp Bulbs & Tubes, Total	1,705,044,000	392,077,000	1,837,294,000	406,605,000	1,756,665,000	389,980,000	2,006,880,000	466,400,000	2,012,132,000	518,100,000
Fluorescent	79,073,000	79,524,000	79,400,000	80,059,000	72,068,000	72,700,000	88,439,000	95,500,000	86,652,000	102,600,000
Large Incandescent	831,241,000	174,477,000	845,083,000	179,411,000	814,401,000	173,000,000	933,523,000	204,600,000	950,408,000	228,000,000
Photo	78,791,000	13,702,000	143,602,000	24,125,000	155,066,000	26,080,000	229,230,000	37,400,000	295,848,000	51,000,000
Miniature (incl. "L")	444,911,000	102,773,000	390,546,000	87,908,000	330,102,000	80,600,000	467,728,000	98,500,000	415,624,000	107,500,000
Christmas Tree	271,028,000	21,601,000	378,663,000	35,102,000	385,028,000	37,700,000	287,960,000	30,400,000	263,600,000	29,000,000
Lawn Mowers, Power	362,000	54,000,000	397,000	57,000,000	529,000	65,000,000	1,080,000	100,000,000	1,241,000	121,000,000
Mixers, Food										
Standard	1,220,000	43,310,000	1,550,000	58,105,000	1,375,000	51,562,500	1,700,000	67,150,000	1,475,000	65,687,500
Portable			20,000	339,000	150,000	2,542,500	145,000	2,602,750	125,000	2,312,500
Oil Space Heaters	2,004,200	165,079,970	1,234,900	103,305,100	741,5000	60,064,00	886,400	73,480,000	768,490	69,933,000
Phonographs-Record Players										
Single Players										
Combination Units										
Record Player Attachments										
Radio										
Home Radios	14,082,700	815,388,300	9,630,300	563,370,600	5,961,200	274,215,200	8,174,600	382,653,000	5,974,300	204,619,800
Portable Radios	2,458,300	86,778,000	2,629,600	77,573,200	1,843,400	55,209,800	1,674,700	50,994,600	1,332,990	41,322,700
Clock Radios									777,000	30,691,500
Ranges, Total	1,210,000	278,300,000	1,600,000	376,000,000	1,056,000	242,880,000	1,830,000	424,623,000	1,400,000	350,000,000
Standard	1,210,000	278,300,000	1,600,000	376,000,000	1,056,000	242,880,000	1,830,000	424,623,000	1,400,000	350,000,000
Built-in										
Refrigerators	3,400,000	867,000,000	4,766,000	1,239,160,000	4,450,000	1,134,750,000	6,200,000	1,602,266,000	4,075,000	1,120,625,000
Roasters	410,000	15,375,000	675,000	25,312,500	350,000	13,125,000	400,000	15,580,000	442,000	18,541,900
Shavers	2,500,000	43,750,000	1,650,000	32,175,000	1,725,000	37,087,500	2,150,000	50,525,000	2,200,000	53,900,000
Television B & W	178,570	83,500,000	975,000	383,500,000	3,000,000	970,000,000	7,463,800	2,235,408,000	5,384,800	1,572,362,000
Toasters: Total	5,019,000	62,015,000	4,850,000	78,315,000	4,200,000	73,290,000	4,525,000	80,142,700	3,725,000	75,763,700
Automatic	2,840,000	51,120,000	3,650,000	71,175,000	3,450,000	68,827,500	3,795,000	76,127,700	3,350,000	73,532,500
Non-Automatic	2,179,000	10,895,000	1,200,000	7,140,000	750,000	4,462,500	730,000	4,015,000	375,000	2,231,200
Waffle Irons—Sand. Grills	3,567,000	50,537,500	3,670,000	57,114,000	1,960,000	30,205,000	2,535,000	42,968,250	1,875,000	33,656,300
Washing Machines										
Automatic & Semi-Automatic	962,000	278,980,000	950,000	272,935,000	928,000	236,640,000	1,646,380	423,119,700	1,589,400	445,667,800
Wringer & Spinner	2,695,000	262,256,000	3,245,600	453,469,400	2,137,000	288,548,000	2,626,200	361,443,900	1,795,300	269,995,200
Water Heaters, Storage	1,100,000	143,000,000	1,040,000	137,800,000	695,000	90,350,000	990,000	131,175,000	845,000	114,075,000
Water Softeners	187,500		191,600		197,000		205,000		207,000	
Water Systems	730,000	84,000,000	650,000	89,050,000	600,000	78,900,000	723,000	112,065,000	625,000	96,875,000

Appliances, Radio and TV

Figures compiled from reports of associations, manufacturers, Census of Manufactures, and ELECTRICAL MERCHANDISING estimates. Exports included in all products except lamp bulbs and tubes. Radio and Television represent production. Permission to reprint or use is granted provided credit is given ELECTRICAL MERCHANDISING.

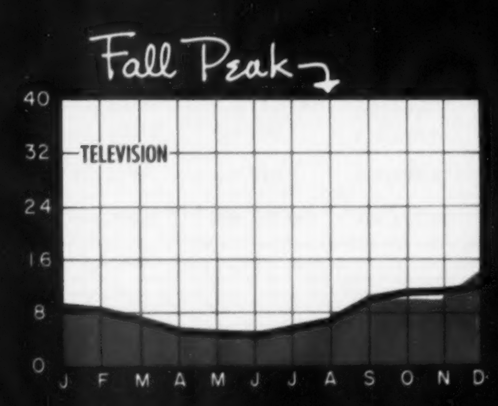
1952		1953		1954		1955		1956		
NUMBER SOLD	RETAIL VALUE	NUMBER SOLD	RETAIL VALUE	NUMBER SOLD	RETAIL VALUE	NUMBER SOLD	RETAIL VALUE	NUMBER SOLD	RETAIL VALUE	PRODUCT
380,400	$129,703,000	1,044,700	$349,514,000	1,246,000	$423,640,000	1,270,000	$406,400,000	1,765,000	$485,375,000	**Air Conditioners**, Room
830,000	35,275,000	948,000	35,976,000	1,104,000	37,812,000	1,460,000	44,530,000	1,950,000	54,600,000	**Bed Coverings**, Electric
395,000	16,392,500	310,000	12,384,500	296,000	11,825,000	405,000	14,415,000	465,000	16,250,000	**Blenders**
434,700	13,172,100	1,130,000	56,333,000	1,550,000	75,950,000	1,545,000	77,172,700	750,000	29,962,000	**Broilers**
										Cleaners, Vacuum
2,841,800	260,081,500	2,777,700	263,121,700	2,658,000	254,459,900	3,270,400	285,702,000	3,725,000	304,630,000	Floor Type
155,000	4,786,800	173,200	5,212,100	133,600	4,145,600	106,700	3,384,500	75,000	2,400,000	Hand Type
6,700,000	48,575,000	7,625,000	52,993,700	6,900,000	47,955,000	7,200,000	50,040,000	9,750,000	65,812,000	**Clocks**
1,950,000	48,652,500	3,685,000	73,515,800	3,269,000	65,053,000	3,675,000	71,662,500	5,100,000	98,685,000	**Coffee Makers**, Automatic
....	....	....	....	815,000	4,605,000	780,000	4,040,400	640,000	3,168,000	**Corn Poppers**
87,450	12,505,300	90,550	12,224,000	80,000	10,800,000	96,000	12,192,000	275,000	36,025,000	**Dehumidifiers**
175,000	52,500,000	180,000	54,000,000	215,000	64,500,000	295,000	90,270,000	400,000	116,000,000	**Dishwashers**, Motor-Driven
634,850	162,781,000	736,700	179,847,000	940,900	215,630,500	1,396,600	309,050,000	1,660,000	369,780,000	**Dryers**, Clothes, Total
473,900	116,105,500	568,500	134,342,200	697,700	153,040,500	1,027,600	216,752,000	1,190,000	252,280,000	Electric
160,950	46,675,500	168,200	45,504,800	243,200	62,590,000	369,000	92,298,000	470,000	117,500,000	Gas
										Fans
95,000	14,250,000	135,000	18,562,500	125,000	16,375,000	140,000	17,500,000	110,000	13,750,000	Attic
1,625,000	36,031,500	3,035,000	74,357,700	3,924,000	93,195,000	2,525,000	50,373,000	2,400,000	47,850,000	Desk and Bracket.
265,000	12,852,500	335,000	16,029,700	406,000	17,052,000	250,000	10,464,000	135,000	6,682,000	Hassock or Floor
585,000	19,012,500	754,000	26,390,000	825,000	30,937,500	860,000	30,100,000	1,150,000	40,192,000	Ventilating, Wall & Ceiling
505,000	27,750,000	845,000	52,939,000	1,425,000	79,643,000	1,645,000	82,168,000	2,525,000	119,937,000	Window Ventilating
....	....	110,000	8,250,000	175,000	12,775,000	165,000	12,787,000	270,000	18,090,000	Portable Roll-Abouts
287,000	18,655,000	295,000	19,175,000	325,000	19,500,000	375,000	20,250,000	415,000	23,862,500	**Floor Polishers**
260,000	33,800,000	325,000	42,250,000	410,000	47,150,000	520,000	59,800,000	590,000	64,900,000	**Food Waste Disposers**
1,140,000	421,800,000	1,090,000	436,000,000	990,000	391,425,000	1,100,000	439,945,000	975,000	380,200,000	**Freezers**, Home
1,525,000	45,673,000	2,650,000	79,500,000	1,693,000	37,077,000	1,925,000	33,687,000	1,350,000	20,925,000	**Fryers**, Deep Fat
....	....	....	....	1,100,000	26,400,000	2,660,000	50,540,000	6,300,000	113,085,000	**Frypan—Skillets**
1,202,000	31,203,000	1,400,000	33,905,300	1,432,000	37,452,500	1,680,000	50,113,500	1,811,000	52,124,000	**Heaters**, Convector & Radiant
690,000	12,075,000	940,000	17,390,000	850,000	16,787,500	880,000	17,160,000	976,000	19,032,000	Fan-Forced & Fan-Heaters
270,000	2,430,000	195,000	1,940,300	257,000	6,040,000	270,000	6,480,000	290,000	6,960,000	Non-Fan Forced
242,000	16,698,000	265,000	14,575,000	325,000	14,625,000	530,000	26,473,500	545,000	26,132,000	Wall Type
1,500,000	10,425,000	1,875,000	12,281,200	1,672,000	10,450,000	1,980,000	12,177,000	2,215,000	13,179,000	**Heating Pads**
905,000	8,597,500	695,000	5,907,500	946,000	7,180,000	950,000	7,362,500	760,000	6,042,000	**Hotplates**
211,400	44,182,600	160,000	34,013,000	89,840	18,291,000	87,100	18,352,000	60,000	12,900,000	**Ironers**
										Irons
2,795,000	36,195,300	2,720,000	32,640,000	2,215,000	22,748,000	2,495,000	25,575,000	2,130,000	21,193,500	Automatic
375,000	3,356,300	430,000	4,708,500	400,000	4,700,000	440,000	3,630,000	435,000	3,458,000	Travel
2,855,000	56,957,200	4,250,000	80,537,500	3,921,000	68,421,000	4,995,000	83,666,000	6,150,000	98,092,000	Steam
2,970,000	154,000,000	3,441,000	178,000,000	3,372,000	174,440,000	4,046,000	209,328,000	3,641,000	188,395,000	**Kitchen Cabinets**, Steel
1,849,994,000	484,100,000	2,201,159,000	613,500,000	2,244,068,000	641,700,000	2,479,000,000	723,500,000	2,610,000,000	830,500,000	**Lamp Bulbs & Tubes**, Total
77,629,000	93,000,000	84,665,000	121,000,000	86,168,000	131,000,000	95,000,000	145,000,000	105,000,000	175,000,000	Fluorescent
920,825,000	222,000,000	976,461,000	264,000,000	1,003,600,000	286,000,000	1,009,000,000	300,000,000	1,080,000,000	350,000,000	Large Incandescent
341,820,000	58,200,000	485,670,000	83,200,000	454,000,000	73,500,000	525,000,000	79,000,000	595,000,000	93,000,000	Photo
359,320,000	94,800,000	427,363,000	120,800,000	377,300,000	118,800,000	500,000,000	165,000,000	455,000,000	175,000,000	Miniature (incl. "L")
150,400,000	16,100,000	227,000,000	24,500,000	323,000,000	32,400,000	350,000,000	34,500,000	375,000,000	37,500,000	Christmas Tree
1,155,000	110,000,000	1,275,000	144,542,000	1,750,000	157,500,000	2,750,000	236,500,000	3,200,000	252,800,000	**Lawn Mowers**, Power
										Mixers, Food
1,375,000	60,500,000	1,270,000	55,880,000	1,591,000	70,000,000	1,615,000	71,464,000	1,600,000	70,400,000	Standard
455,000	8,622,250	615,000	11,654,200	1,274,000	24,142,000	1,625,000	31,687,500	2,645,000	48,932,500	Portable
740,300	68,852,000	647,800	60,892,700	452,000	43,394,000	408,000	39,974,000	375,000	36,750,000	**Oil Space Heaters**
										Phonographs–Record Players
....	....	....	....	....	....	2,233,700	154,125,000	3,600,000	248,400,000	Single Players
....	....	....	....	....	....	509,000	101,800,000	595,000	117,810,000	Combination Units
....	....	....	....	....	....	380,000	13,300,000	270,000	9,450,000	Record Player Attachments
										Radio
4,043,100	136,454,600	4,403,000	138,694,500	3,067,600	88,193,500	3,393,800	97,575,000	3,800,000	95,000,000	Home Radios
1,719,900	59,336,500	1,741,600	60,712,000	1,333,500	42,472,000	2,027,500	70,861,000	2,900,000	113,100,000	Portable Radios
1,929,000	65,586,000	2,041,100	69,397,400	1,874,900	58,121,900	2,243,700	76,173,600	2,500,000	85,000,000	Clock Radios
1,060,000	270,300,000	1,250,000	318,750,000	1,350,000	353,700,000	1,600,000	423,800,000	1,585,000	412,645,000	**Ranges, Total**
1,060,000	270,300,000	1,250,000	318,750,000	1,250,000	325,000,000	1,400,000	36[illegible],800,000	1,200,000	306,000,000	Standard
....	....	....	....	100,000	28,900,000	200,000	57,000,000	385,000	106,645,000	Built-In
3,570,000	1,017,450,000	3,650,000	1,076,750,000	3,600,000	1,095,865,000	4,200,000	1,323,000,000	3,700,000	1,202,500,000	**Refrigerators**
425,000	17,850,000	395,000	17,380,000	350,000	13,982,500	330,000	13,183,500	225,000	9,000,000	**Roasters**
2,750,000	68,612,500	3,500,000	94,500,000	3,957,000	106,839,000	4,750,000	121,125,000	6,900,000	145,600,000	**Shavers**
6,096,300	1,719,156,600	7,215,800	2,020,424,000	7,346,700	1,689,741,000	7,756,500	1,745,212,000	7,200,000	1,368,000,000	**Television B & W**
2,975,000	59,727,700	3,170,000	57,721,500	3,457,000	59,889,000	3,565,000	60,242,500	3,930,000	69,592,700	**Toasters:** Total
2,650,000	58,167,500	2,825,000	56,358,800	3,105,000	58,840,000	3,250,000	59,312,500	3,625,000	68,693,000	Automatic
325,000	1,560,200	345,000	1,362,700	352,000	1,049,000	315,000	930,000	305,000	899,700	Non-Automatic
1,456,000	29,848,000	1,370,000	29,455,000	928,000	17,354,000	995,000	18,905,000	965,000	19,250,000	**Waffle Irons—Sand. Grills**
										Washing Machines
1,684,100	471,076,400	2,070,800	577,401,100	2,401,000	653,816,300	3,123,000	845,407,000	3,460,000	951,500,000	Automatic & Semi-Automatic
1,582,400	237,818,900	1,521,400	228,018,200	1,209,400	179,741,000	1,268,000	187,030,000	1,253,000	189,203,000	Wringer & Spinner
720,000	95,040,000	780,000	102,960,000	806,000	96,700,000	900,000	103,500,000	870,000	100,050,000	**Water Heaters**, Storage
215,000	....	265,000	66,250,000	312,000	78,000,000	403,000	93,496,000	475,000	122,075,000	**Water Softeners**
682,000	110,484,000	702,050	119,000,000	728,000	123,400,000	788,000	130,000,000	775,000	120,125,000	**Water Systems**

When Appliances



Sell Best:

YOUR 1957 BUYING GUIDE



Thirty-two utilities report on 1955 seasonal sales of 19 appliances in Electrical Merchandising's sixth annual study

IN January, 1952, when ELECTRICAL MERCHANDISING initiated a pilot study into the seasonal buying habits of the American public little was then known of the periods of peak demand for various major appliances and housewares. Initially the study was based upon figures supplied by a relatively small group of 16 utilities scattered throughout the United States, but preponderantly located in the south and southeast. Since that time four additional studies have been conducted by ELECTRICAL MERCHANDISING, with the number of reporting utilities growing with each passing year. The study charted on these pages, sixth in the continuing series, couples this growing numerical strength of reporting utilities with the comparitive normalcy of the American economy during 1955, a year in which the consumer was enjoying the benefits of an ever increasing income, and spending in proportion. In short, a period when definitive conclusions might be drawn as to the representative monthly sales norm.

The How and Why

In this sixth study of American buying habit (covering the year 1955) the list of reporting utilities has grown from the (*Continued on page 141*)

REPORTING UTILITIES

. . . IN THE EAST

Connecticut Light & Power Co.
Pennsylvania Power & Light Co.
Central Hudson Gas & Electric Corp.
New Jersey Power & Light Co.
New York State Electric & Gas Corp.
Electric Association of Philadelphia
Pennsylvania Electric Co.
The United Illuminating Co.
West Penn Power Co.

. . . IN THE MIDWEST

Kansas Gas & Electric Co.
The Dayton Power & Light Co.
Commonwealth Edison Co.

. . . IN THE SOUTH

Florida Power Corp.
(Florida Div.)
(Georgia Div.)
Carolina Power & Light Co.
Electric Power Board of Chattanooga
Florida Power & Light Co.
Nashville Electric Service
Alabama Power Co.
Tampa Electric Co.
Kentucky Utilities Company, Inc.

. . . IN THE SOUTHWEST

Gulf States Utilities Co.
Texas Electric Service Co.
Dallas Power & Light Co.
New Orleans Public Service Co., Inc.
Southwestern Gas & Electric Co.

. . . IN THE WEST

Pacific Gas & Electric Co.
Pacific Power & Light Co.
Washington Water Power Co.
Nebraska-Iowa Electrical Council
Appliance Merchandisers Association

Electric Customers

DOMESTIC AND FARM

STATE	Residential & Rural Electric Customers Jan. 1, 1957	Urban Electric Customers Jan. 1, 1957	Rural Non-Farm Electric Customers Jan. 1, 1957	Farm Electric Customers Jan. 1, 1957
Maine	297,000	153,753	121,297	21,950
New Hampshire	195,500	103,472	81,828	10,200
Vermont	116,000	43,229	57,071	15,700
Massachusetts	1,466,000	1,215,482	233,418	17,100
Rhode Island	250,500	208,260	40,290	1,950
Connecticut	694,000	536,807	144,593	12,600
New England	**3,019,000**	**2,261,003**	**678,497**	**79,500**
New York	4,577,000	3,917,891	555,609	103,500
New Jersey	1,672,000	1,425,993	223,507	22,500
Pennsylvania	3,018,000	2,206,081	687,519	124,400
Middle Atlantic	**9,267,000**	**7,549,965**	**1,466,635**	**250,400**
Ohio	2,603,000	1,921,067	509,433	172,500
Indiana	1,321,000	843,030	326,870	151,100
Illinois	2,675,000	2,132,769	371,951	170,280
Michigan	2,145,000	1,527,969	480,931	136,100
Wisconsin	1,118,000	683,171	286,279	148,550
East North Central	**9,862,000**	**7,108,006**	**1,975,464**	**778,530**
Minnesota	924,000	534,927	231,773	157,300
Iowa	801,000	406,964	204,736	189,300
Missouri	1,227,000	815,950	219,520	191,530
North Dakota	162,500	49,668	60,192	52,640
South Dakota	186,500	73,321	58,789	54,390
Nebraska	411,000	208,533	107,617	94,850
Kansas	645,000	368,634	167,016	109,350
West North Central	**4,357,000**	**2,457,997**	**1,049,643**	**849,360**
Delaware	111,000	72,825	32,125	6,050
Maryland	736,000	718,733	149,617	30,650
District of Columbia	163,000			
Virginia	931,000	529,050	275,100	126,850
West Virginia	498,000	211,306	222,944	63,750
North Carolina	1,162,000	491,867	412,633	257,500
South Carolina	565,000	268,564	183,336	113,100
Georgia	974,000	541,750	275,000	157,250
Florida	1,209,000	871,996	284,804	52,200
South Atlantic	**6,349,000**	**3,706,091**	**1,835,559**	**807,350**
Kentucky	766,000	363,592	222,468	179,940
Tennessee	950,000	518,251	239,759	191,990
Alabama	810,000	440,614	206,586	162,800
Mississippi	503,000	189,102	125,648	188,250
East South Central	**3,029,000**	**1,511,559**	**794,461**	**722,980**
Arkansas	486,000	213,887	134,293	137,820
Louisiana	782,000	500,293	174,957	106,750
Oklahoma	678,000	408,610	161,120	108,270
Texas	2,463,000	1,696,645	493,705	272,650
West South Central	**4,409,000**	**2,819,435**	**964,075**	**625,490**
Montana	187,500	92,774	66,276	28,450
Idaho	186,500	89,164	59,766	37,570
Wyoming	90,500	53,232	27,618	9,650
Colorado	462,500	312,136	114,104	36,260
New Mexico	194,000	124,203	52,097	17,700
Arizona	254,000	165,006	80,794	8,200
Utah	214,000	143,734	48,116	22,150
Nevada	68,000	41,721	24,179	2,100
Mountain	**1,657,000**	**1,021,970**	**472,950**	**162,080**
Washington	809,000	538,527	206,323	64,150
Oregon	512,000	297,097	161,953	52,950
California	4,145,000	3,461,512	564,438	119,050
Pacific	**5,466,000**	**4,297,136**	**932,714**	**236,150**
UNITED STATES	**47,415,000**	**32,733,162**	**10,169,998**	**4,511,840**

Totals estimated by Edison Electric Institute on basis of 8 months 1956 customer bills. Farm figures projected from REA estimates of June 30, 1956. The Urban customers and the Rutal Non-Farm Customers follow ratios established in 1950 Housing Census. This term "Domestic Electric Customers" and this tabulation, issued annually, is presented in preference to the Census figures on Occupied Dwelling Units Using Electricity because it maintains a continued yearly base for state as well as national market computation. These figures are used throughout all ELECTRICAL MERCHANDISING'S calculations of saturation.

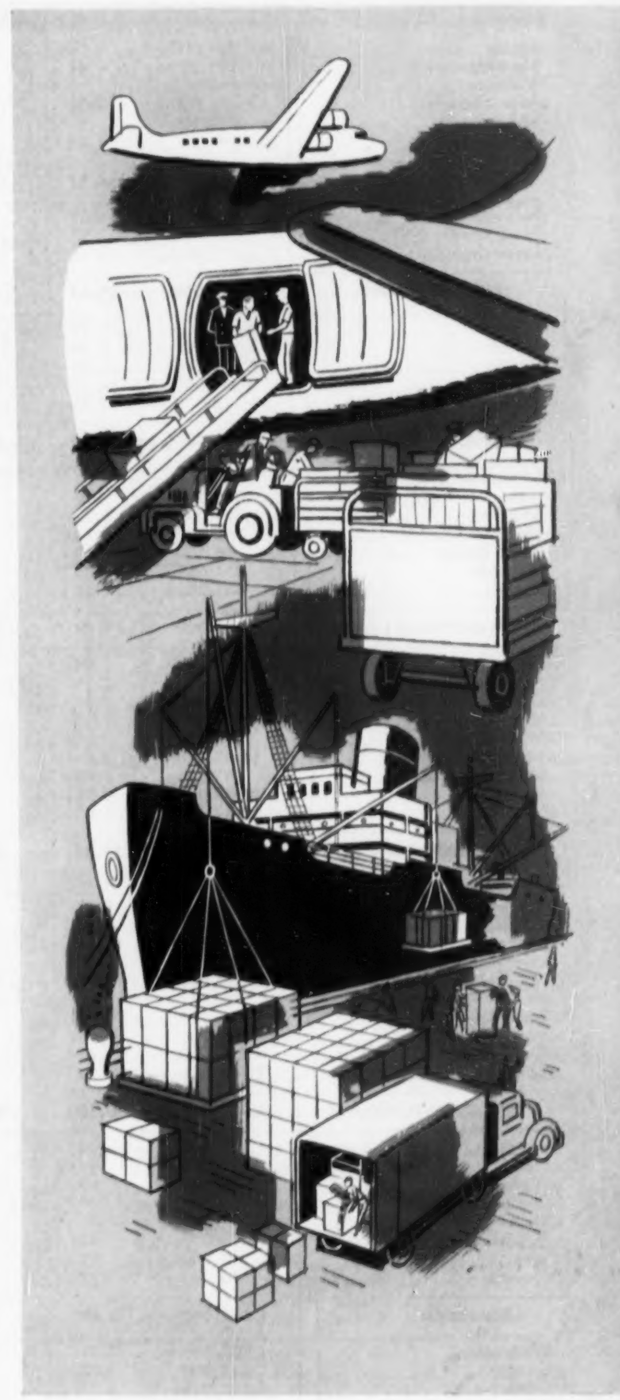
Exports

OF APPLIANCES, RADIO AND TELEVISION

		Sewing Machines	Irons	Radio & Tele-vision	Mixers	Water Heaters	Clocks
1956	Units....	....	....	104,936	126,825	....	....
	Dollars.. 8 Months	....	....	12,509,162 TV only	2,096,702	....	....
1955	Units....	50,733	170,101	461,819	174,223	22,103	212,454
	Dollars..	3,081,107	979,969	20,233,723	2,876,553	1,172,613	1,017,061
1954	Units....	39,465	168,660	444,776	164,808	19,919	169,736
	Dollars..	2,522,578	1,066,790	25,726,295	2,704,321	1,105,388	884,068
1953	Units....	41,978	155,242	512,549	203,475	19,274	217,088
	Dollars..	2,419,678	933,641	33,482,880	3,014,913	1,027,592	1,106,109
1952	Units....	57,300	158,475	514,492	134,777	13,691	174,818
	Dollars..	3,438,284	888,413	27,005,616	2,175,009	753,222	868,130
1951	Units....	93,193	206,725	304,968	138,354	9,808	241,544
	Dollars..	6,185,333	1,154,835	22,897,066	2,423,481	613,391	960,612
1950	Units....	50,829	241,471	422,958	94,736	5,803	315,303
	Dollars..	2,844,209	1,095,984	15,830,662	1,403,925	319,947	1,094,432
1949	Units....	47,016	243,727	523,898	94,267	5,067	259,840
	Dollars..	2,945,234	1,027,889	17,075,828	1,583,162	334,560	899,328
1948	Units....	58,902	354,964	710,490	....	....	192,831
	Dollars..	3,854,363	1,580,783	28,132,276	....	....	791,928
1947	Units....	86,999	563,947	1,520,818	....	....	410,673
	Dollars..	5,971,388	2,927,886	53,537,043	....	....	1,623,013
1946	Units....	38,565	286,454	832,377	....	....	140,134
	Dollars..	2,117,089	1,331,820	23,232,973	....	....	495,134

		Refriger-ators	Freezers	Ranges	Washing Machines		Vacuum Cleaners
					Auto-matic	Conven-tional	
1956	Units....	246,004	42,986	19,069	38,125	23,836	55,589
	Dollars.. 8 Months	39,364,930	7,944,912	2,348,511	5,441,774	2,170,240	2,059,509
1955	Units....	303,632	56,758	33,910	43,642	39,000	69,061
	Dollars..	49,072,973	11,568,622	4,127,776	6,558,011	3,255,068	2,582,265
1954	Units....	289,651	31,978	24,528	36,945	42,567	50,121
	Dollars..	47,956,193	6,903,035	3,179,152	6,072,069	3,735,700	1,807,831
1953	Units....	363,411	40,193	22,005	25,060	55,327	55,689
	Dollars..	59,998,677	8,971,394	3,012,739	4,131,676	4,622,977	2,207,613
1952	Units....	373,626	21,776	15,383	34,816	25,842	26,273
	Dollars..	60,810,193	4,921,315	2,159,530	5,013,178	2,341,359	1,160,722
1951	Units....	343,622	33,734	13,208	27,230	35,210	18,089
	Dollars..	55,005,023	5,635,234	1,859,652	2,585,510	5,007,182	688,752
1950	Units....	199,558	....	5,841	25,548	27,034	19,966
	Dollars..	29,736,971	....	769,360	2,212,596	3,799,508	691,900
1949	Units....	166,242	....	6,496	27,092	29,795	27,841
	Dollars..	26,814,489	....	978,796	2,279,458	3,709,464	841,610
1948	Units....	271,353	....	13,469	← 70,594 →		51,511
	Dollars..	41,469,892	....	1,955,840	← 7,308,072 →		2,161,647
1947	Units....	273,624	....	15,508	← 118,821 →		74,221
	Dollars..	39,628,246	....	1,767,755	← 10,984,534 →		2,799,209
1946	Units....	102,798	....	4,663	← 30,304 →		14,124
	Dollars..	11,639,487	....	451,263	← 2,052,329 →		488,745

Prepared by Market Analysis Department, ELECTRICAL MERCHANDISING from Series FT-410, Part II, U. S. Department of Commerce Bureau of Census.



How The Appliance Market

STATE	Residential & Rural Electric Customers		Washer Shipments		Ironer Shipments		Dryer Shipments		Refrigerator Shipments	
	Jan. 1, 1957	% of U. S. Total	First 8 Months 1956	% of U. S. Total	First 8 Months 1956	% of U. S. Total	First 8 Months 1956	% of U. S. Total	First 9 Months 1956	% of U. S. Total
Maine	297,000	.63%	13,854	.50%	61	.20%	3,191	.42%	10,144	.42%
New Hampshire	195,500	.41	9,026	.33	53	.17	1,985	.26	6,314	.26
Vermont	116,000	.25	5,266	.19	33	.11	1,014	.13	4,191	.18
Massachusetts	1,466,000	3.09	85,184	3.08	481	1.55	14,386	1.87	65,300	2.73
Rhode Island	250,500	.53	12,450	.45	76	.24	2,068	.27	11,388	.48
Connecticut	694,000	1.46	42,245	1.53	366	1.18	8,643	1.13	33,521	1.40
New England	**3,019,000**	**6.37**	**168,025**	**6.08**	**1,070**	**3.45**	**31,287**	**4.08**	**130,858**	**5.47**
New York	4,577,000	9.65	225,125	8.14	871	2.80	50,282	6.56	199,102	8.32
New Jersey	1,672,000	3.53	90,826	3.29	772	2.49	19,171	2.50	145,484	6.08
Pennsylvania	3,018,000	6.36	207,522	7.50	2,526	8.14	69,386	9.05	140,389	5.87
Middle Atlantic	**9,267,000**	**19.54**	**523,473**	**18.93**	**4,169**	**13.43**	**138,839**	**18.11**	**484,975**	**20.27**
Ohio	2,603,000	5.49	166,006	6.00	2,477	7.98	79,311	10.34	133,785	5.59
Indiana	1,321,000	2.79	76,071	2.75	1,024	3.30	36,875	4.81	79,531	3.33
Illinois	2,675,000	5.64	156,359	5.65	1,316	4.24	53,586	6.99	139,985	5.85
Michigan	2,145,000	4.52	129,120	4.67	3,046	9.81	59,393	7.74	123,997	5.18
Wisconsin	1,118,000	2.36	57,478	2.08	389	1.25	21,232	2.77	43,613	1.82
East North Central	**9,862,000**	**20.80**	**585,034**	**21.15**	**8,252**	**26.58**	**250,397**	**32.65**	**520,911**	**21.77**
Minnesota	924,000	1.95	45,383	1.64	1,104	3.56	16,455	2.14	38,207	1.60
Iowa	801,000	1.69	37,220	1.35	444	1.43	12,648	1.65	26,497	1.11
Missouri	1,227,000	2.59	76,557	2.77	1,119	3.60	19,837	2.59	58,534	2.44
North Dakota	162,500	.34	6.706	.24	73	.24	2,527	.33	4,269	.18
South Dakota	186,500	.39	6,769	.25	147	.47	2,095	.27	4,478	.19
Nebraska	411,000	.87	20,030	.72	150	.48	7,819	1.02	16,265	.68
Kansas	645,000	1.36	29,864	1.08	752	2.42	8,646	1.13	25,349	1.06
West North Central	**4,357,000**	**9.19**	**222,529**	**8.05**	**3,789**	**12.20**	**70,027**	**9.13**	**173,599**	**7.26**
Delaware	111,000	.24	6,571	.24	55	.18	1,864	.24	4,952	.21
Maryland	736,000	1.55	36,890	1.33	429	1.38	7,011	.92	35,061	1.47
District of Columbia	163,000	.34	22,627	.82	205	.66	6,611	.86	28,723	1.20
Virginia	931,000	1.96	51,364	1.86	205	.66	7,039	.92	49,219	2.06
West Virginia	498,000	1.05	30,612	1.11	148	.48	10,216	1.33	23,198	.97
North Carolina	1,162,000	2.45	64,691	2.34	164	.53	4,508	.59	50,955	2.13
South Carolina	565,000	1.19	26,615	.96	21	.07	1,863	.24	24,733	1.03
Georgia	974,000	2.06	67,460	2.44	249	.80	6,738	.88	55,714	2.33
Florida	1,209,000	2.55	72,237	2.61	265	.85	9,606	1.25	85,045	3.55
South Atlantic	**6,349,000**	**13.39**	**379,067**	**13.71**	**1,741**	**5.61**	**55,456**	**7.23**	**357,600**	**14.95**
Kentucky	766,000	1.62	40,675	1.47	321	1.03	7,717	1.01	35,969	1.50
Tennessee	950,000	2.00	59,321	2.15	276	.89	10,234	1.33	40,679	1.70
Alabama	810,000	1.71	49,272	1.78	84	.27	5,719	.75	39,279	1.64
Mississippi	503,000	1.06	23,600	.85	28	.09	2,161	.28	21,731	.91
East South Central	**3,029,000**	**6.39**	**172,868**	**6.25**	**709**	**2.28**	**25,831**	**3.37**	**137,658**	**5.75**
Arkansas	486,000	1.03	23,606	.85	29	.09	2,129	.28	23,370	.98
Louisiana	782,000	1.65	56,103	2.03	205	.66	10,324	1.35	43,622	1.82
Oklahoma	678,000	1.43	33,428	1.21	492	1.59	7,013	.91	34,371	1.44
Texas	2,463,000	5.19	159,141	5.75	1,723	5.55	23,205	3.03	126,957	5.30
West South Central	**4,409,000**	**9.30**	**272,278**	**9.84**	**2,449**	**7.89**	**42,671**	**5.57**	**228,320**	**9.54**
Montana	187,500	.40	9,175	.33	270	.87	4,743	.62	6,542	.27
Idaho	186,500	.39	9,335	.34	892	2.87	4,532	.59	6,527	.27
Wyoming	90,500	.19	3,688	.13	80	.26	1,485	.19	2,464	.10
Colorado	462,500	.97	29,166	1.06	834	2.69	7,371	.96	21,699	.91
New Mexico	194,000	.41	11,423	.41	267	.86	2,229	.29	9,803	.41
Arizona	254,000	.54	16,944	.61	594	1.91	1,434	.19	15,184	.64
Utah	214,000	.45	13,199	.48	1,441	4.64	4,195	.55	10,277	.43
Nevada	68,000	.14	4,591	.17	393	1.26	1,013	.13	3,478	.15
Mountain	**1,657,000**	**3.49**	**97,521**	**3.53**	**4,771**	**15.36**	**27,002**	**3.52**	**75,974**	**3.18**
Washington	809,000	1.71	46,278	1.67	750	2.41	29,809	3.89	31,510	1.32
Oregon	512,000	1.08	26,462	.96	541	1.74	17,149	2.23	18,607	.78
California	4,145,000	8.74	271,982	9.83	2,809	9.05	78,366	10.22	232,392	9.71
Pacific	**5,466,000**	**11.53**	**344,722**	**12.46**	**4,100**	**13.20**	**125,324**	**16.34**	**282,509**	**11.81**
UNITED STATES	**47,415,000**	**100%**	**2,765,517**	**100%**	**31,050**	**100%**	**766,834**	**100%**	**2,392,404**	**100%**

Prepared by Market Analysis Department of Electrical Merchandising, on Basis of Figures Compiled by Edison Electric Institute, the National Electrical Manufacturers' Association, the American Home Laundry Manufacturers' Association,

Is Divided

Appliance, Radio and Television Shipments by States, in Units and Percentages, Compared with Number of Electric Customers

Freezer Shipments		Range Shipments		Water Heater Shipments		Television Shipments		Radio Shipments		STATE
First 9 Months 1956	% of U. S. Total	First 9 Months 1956	% of U. S. Total	First 9 Months 1956	% of U. S. Total	First 9 Months 1956	% of U. S. Total	First 9 Months 1956	% of U. S. Total	
1,689	.40%	5,705	.57%	3,431	.92%	26,726	.58%	29,428	.55%	Maine
391	.09	4,222	.42	1,698	.45	15,230	.33	18,851	.35	New Hampshire
678	.16	2,570	.25	1,376	.37	11,724	.26	11,519	.22	Vermont
3,484	.82	32,963	3.28	5,896	1.58	136,521	2.98	220,895	4.16	Massachusetts
313	.08	6,424	.64	1,322	.35	23,253	.51	32,275	.61	Rhode Island
3,270	.77	21,043	2.09	5,052	1.35	73,557	1.61	85,264	1.60	Connecticut
9,825	**2.32**	**72,927**	**7.25**	**18,775**	**5.02**	**287,011**	**6.27**	**398,232**	**7.49**	**New England**
11,881	2.81	43,813	4.36	16,062	4.30	510,843	11.16	855,559	16.10	New York
11,695	2.76	31,338	3.12	6,113	1.63	157,882	3.45	204,809	3.85	New Jersey
19,508	4.61	62,135	6.18	24,755	6.62	311,127	6.79	377,481	7.10	Pennsylvania
43,084	**10.18**	**137,286**	**13.66**	**46,930**	**12.55**	**979,852**	**21.40**	**1,437,849**	**27.05**	**Middle Atlantic**
21,691	5.13	62,256	6.19	18,678	5.00	255,832	5.59	303,820	5.71	Ohio
15,956	3.77	28,620	2.85	14,786	3.95	115,050	2.51	93,009	1.75	Indiana
22,712	5.37	31,772	3.16	8,702	2.33	252,157	5.50	414,494	7.80	Illinois
14,457	3.42	53,773	5.35	15,214	4.07	183,130	4.00	231,354	4.35	Michigan
8,940	2.11	23,889	2.38	11,532	3.08	84,147	1.84	98,885	1.86	Wisconsin
83,756	**19.80**	**200,310**	**19.93**	**68,912**	**18.43**	**890,316**	**19.44**	**1,141,562**	**21.47**	**East North Central**
10,758	2.54	18,692	1.86	7,907	2.12	68,625	1.50	75,377	1.42	Minnesota
8,512	2.01	12,067	1.20	6,183	1.65	51,836	1.13	52,118	.98	Iowa
14,716	3.48	17,805	1.77	7,003	1.87	108,097	2.36	121,047	2.28	Missouri
2,774	.66	3,755	.37	2,059	.55	14,633	.32	11,999	.22	North Dakota
1,945	.46	3,380	.34	2,404	.64	15,645	.34	12,028	.23	South Dakota
4,121	.97	8,203	.82	2,338	.63	38,273	.84	32,731	.61	Nebraska
5,511	1.30	11,205	1.11	829	.22	50,993	1.11	42,093	.79	Kansas
48,337	**11.42**	**75,107**	**7.47**	**28,723**	**7.68**	**348,102**	**7.60**	**347,393**	**6.53**	**West North Central**
918	.22	2,573	.26	926	.25	12,203	.27	10,291	.19	Delaware
5,464	1.29	9,125	.91	5,550	1.48	60,522	1.32	92,374	1.74	Maryland
4,539	1.07	7,112	.71	2,119	.57	40,444	.88	48,078	.90	District of Columbia
9,824	2.32	27,099	2.70	15,082	4.03	85,601	1.87	80,975	1.52	Virginia
4,772	1.13	12,399	1.23	6,605	1.77	51,679	1.13	33,119	.62	West Virginia
17,351	4.10	48,092	4.78	39,044	10.44	98,835	2.16	81,605	1.54	North Carolina
7,237	1.71	20,932	2.08	13,441	3.59	43,956	.96	33,831	.64	South Carolina
16,862	3.99	33,357	3.32	10,854	2.90	100,648	2.20	84,368	1.59	Georgia
12,200	2.88	57,254	5.69	27,663	7.40	148,970	3.25	100,923	1.90	Florida
79,167	**18.71**	**217,943**	**21.68**	**121,284**	**32.43**	**642,858**	**14.04**	**565,564**	**10.64**	**South Atlantic**
8,835	2.09	17,571	1.75	5,253	1.40	75,200	1.64	70,604	1.33	Kentucky
15,742	3.72	36,051	3.59	14,678	3.92	83,755	1.83	66,376	1.25	Tennessee
11,890	2.81	25,881	2.57	7,515	2.01	73,643	1.61	61,785	1.16	Alabama
9,688	2.29	7,521	.75	1,516	.41	43,183	.94	31,308	.59	Mississippi
46,155	**10.91**	**87,024**	**8.66**	**28,962**	**7.74**	**275,781**	**6.02**	**230,073**	**4.33**	**East South Central**
7,068	1.67	4,337	.43	847	.23	46,538	1.02	28,467	.54	Arkansas
13,155	3.11	6,249	.62	1,032	.27	86,989	1.90	74,020	1.39	Louisiana
5,109	1.21	7,507	.75	711	.19	61,351	1.34	41,293	.78	Oklahoma
28,897	6.83	34,420	3.42	5,602	1.50	251,813	5.50	218,540	4.11	Texas
54,229	**12.82**	**52,513**	**5.22**	**8,192**	**2.19**	**446,691**	**9.76**	**362,320**	**6.82**	**West South Central**
2,174	.51	6,154	.61	1,792	.48	15,102	.33	14,944	.28	Montana
2,640	.62	6,886	.68	3,194	.85	17,305	.38	11,157	.21	Idaho
740	.18	1,533	.15	176	.05	4,934	.11	6,274	.12	Wyoming
4,370	1.03	11,951	1.19	2,938	.78	36,973	.81	39,054	.73	Colorado
3,087	.73	3,678	.37	775	.21	16,291	.35	16,285	.31	New Mexico
2,395	.57	3,473	.35	671	.18	31,075	.68	29,273	.55	Arizona
1,713	.41	8,263	.82	2,341	.63	17,036	.37	17,343	.33	Utah
591	.14	2,305	.23	1,880	.50	8,344	.18	7,068	.13	Nevada
17,710	**4.19**	**44,243**	**4.40**	**13,767**	**3.68**	**147,060**	**3.21**	**141,398**	**2.66**	**Mountain**
10,812	2.55	34,684	3.45	16,803	4.50	71,908	1.57	80,272	1.51	Washington
5,909	1.40	20,554	2.05	9,805	2.62	51,790	1.13	45,108	.85	Oregon
24,128	5.70	62,637	6.23	11,822	3.16	437,614	9.56	566,250	10.65	California
40,849	**9.65**	**117,875**	**11.73**	**38,430**	**10.28**	**561,312**	**12.26**	**691,630**	**13.01**	**Pacific**
423,112	**100%**	**1,005,228**	**100%**	**373,975**	**100%**	**4,578,983**	**100%**	**5,316,021**	**100%**	**UNITED STATES**

and Radio-Electronics-Television Manufacturers' Association. * The state sales figures represent the volume of only those manufacturers reporting on a state basis. They do not represent Industry, nor even full association figures.

The big and consistent jump in the percentages

	1956		1955		1954		1953		1952	
	Trade-Ins	Replacements	Trade-Ins	Replacements	Trade-Ins	Replacements	Trade-Ins	Replacements	Trade-Ins	Replacements
Freezers	7.1	14.1	6.7	12.6	5.5	9.0	4.2	15.7	3.2	7.0
Refrigerators	54.2	77.4	45.3	72.1	49.0	69.9	47.0	74.6	59.3	73.4
Ranges	42.7	59.7	35.1	63.6	40.8	53.3	27.8	44.1	30.0	44.2
Washers	54.8	76.8	47.7	71.3	49.0	67.0	54.5	71.6	62.3	73.0
Ironers	2.8	17.1	1.9	12.7	2.6	6.9	2.2	12.8	2.0	13.2
Vacuum Cleaners	31.9	59.7	27.7	64.1	32.7	58.9	26.7	72.1	30.0	69.4
Water Heaters	12.2	43.6	7.5	51.1	10.2	49.3	6.0	37.2	7.9	18.9
Television	36.6	52.2	24.5	38.8	22.7	40.3	17.6	26.1	12.3	35.5
Dishwashers	2.8	7.4	2.5	5.9	1.2	5.0	—	—	—	—
Room Air Conditioners	1.8	3.9	0.9	2.4	0.5	2.0	—	—	—	—
Dryers, Clothes	6.0	12.5	4.4	8.3	3.1	12.9	—	—	—	—

(Figures in percentages of total retail volume)

of trade-ins to total sales proves that now we're in a

Trade-In Market

Figures from 337 dealers show a rise in trade-ins even more consistent than the gain in replacement sales but indicate the number of dealers willing to handle trades hasn't kept pace with the changing market

BETTER than three out of every four washers sold this last year were sold to people who were replacing their old washers—and two out of three of those replacement sales involved a trade-in.

That, in brief, is the picture of today's market.

It is, more than ever before, a replacement and trade-in market, as the tables on these pages show. In ten years since the end of World War II the industry has come full circle. The early post-war refrigerators and washers have lived, or nearly lived, their traditional 10-year span. Now their owners are, willingly or unwillingly, behind the times and, in some cases, the appliances are at the point of nearly perpetual breakdown. So, more and more sales are replacement sales; more and more sales involve a trade-in.

For the retailer, this change in the market is tremendously significant. It applies increased competitive pressures to both the discounter who never takes a trade-in and to the traditional dealer who must match discount prices with his trade-in offers. In the long run the traditional dealer may have the edge—if he can find ways of disposing of his trade-ins to compensate for the loss of profit on the new sale. Once the discounter has made his bid, there is no recovery of lost profit. In order to make as many dollars on replacement sales as the retailer who can accept a trade-in and then resell it at a profit, the discounter must rely on his resources as a sharp buyer, a reduced overhead, and a continuation of big volume.

Competitive pressures are applied, too, in other ways. Here's just one example: As more and more free-standing appliances reach the trade-in point, more and more built-in units are going to be sold to replace them, which will put the "plug-in" dealer at a distinct disadvantage to the retailer who has set up and prepared to sell and install newer types of units.

This year's Replacement and Trade-In Survey, which went to 2,000 appliance and radio-TV dealers and which elicited responses from 337 (16.9 percent), reflects several aspects of the merchandising year.

Some of the tables indicate the increasing

importance of newer appliances in the retail sales picture, the declining importance of refrigerators as the standard bread-and-butter item and the generally lower level of sales as compared with 1955.

As in previous surveys, this one establishes a base for all succeeding questions by first asking dealers which appliances they sell (Table 1). Although this table reveals some reversal of the 1955 trend, it is obvious that there has been a big change in the merchandise handled since 1952. In that year, for example, 92.3 percent of the responding dealers sold refrigerators. In 1955, according to responses from a different group, only 78.2 percent were carrying refrigerators. And 85.9 percent of 1956's respondents sell them. Despite the slight recovery in 1956, there has been a decided decline which is reflected in figures for all but the newer items. Any reasons for the change must be conjectural, but anybody in the industry can make several good guesses. One would be that more dealers are broadening their lines to an extent that reduces the importance of major appliances in their inventories. Another would be that builders and discount houses are playing a more important role in appliance distribution.

Who Takes Trades?

Despite the growing importance of the trade-in market, there was no across-the-board increase in the percentage of dealers willing to handle them in 1956, although it is quickly apparent that there has been a substantial change since 1954.

Percent of Dealers Handling Trade-Ins

	1956	1955	1954
Refrigerators	81.8%	81.7%	79.9%
Freezers	24.6	26.3	15.3
Air Conditioners	11.9	11.5	4.7
Ranges	69.1	73.3	72.1
Water Heaters	24.0	20.6	26.1
Washers	80.1	74.5	77.2
Ironers	6.5	5.9	7.4
Dryers	24.7	16.0	10.9
Vacuum Cleaners	58.7	55.3	51.5
Dishwashers	10.3	11.8	4.5
Television	73.6	71.5	54.7

The groups which report from year to year are not statistically comparable, but it is obvious that the newer appliances, such as dryers, TV, dishwashers, and freezers have made the biggest increases. This is paralleled by the percentage of these appliances actually accepted in trade. In 1955, for example, a trade-in was accepted in less than one percent of air conditioner sales. By 1956 the percentage was 1.8. In the same period clothes dryers jumped from 4.4 to six percent and television from 24.5 to 36.6 percent.

This last year many of the older appliances also increased the percentage of trade-ins to total sales, reversing the 1954-55 trend. Refrigerators, for example, which had a trade-in percentage of 49 in 1954 and which dropped to 45.3 in 1955, jumped way up to 54.3 in 1956. Ranges, washers, ironers, and vacuum cleaners followed a similar pattern—all of which substantiates once again the increasing importance of the trade-in market.

What dealers do with their trade-ins is always a good index of the market. If they junk most of them it is a sure sign that new

(*Continued on page 148*)

TABLE 1 What Dealers Sell

Product	Percent Dealers Selling 1956	1955	1952
Refrigerators	85.9	78.2	92.3
Freezers	70.0	68.1	83.3
Room Air Conditioners	67.4	68.1	—
Ranges	79.8	76.9	84.6
Water Heaters	53.1	61.6	69.5
Washers	86.4	79.2	94.3
Ironers	27.6	33.0	57.3
Dryers	78.0	69.4	—
Vacuum Cleaners	68.2	67.1	72.4
Dishwashers	43.0	38.8	—
Television	77.4	78.8	61.0

TABLE 2 Avg. Number Sold

Product	No. Dealers Reporting Sales Figures 1956	1955	Average Units Sold Per Dealer 8 Months 1956	1955
Refrigerators	286	238	42	44
Freezers	236	209	9	9
Room Air Conditioners	227	207	20	26
Electric Ranges	269	235	17	24
Electric Water Heaters	179	188	8	10
Washers	291	241	50	38
Ironers	93	101	4	5
Clothes Dryers	263	202	18	14
Vacuum Cleaners	230	202	17	15
Dishwashers	145	119	6	7
Television	261	239	63	61

TABLE 3 Replacement Sales, Jan.-Aug. 1956

No. Dlrs. Reporting		Total Units Sold	NEW Sales (to homes without)	REPLACEMENT Sales (to homes with)
266	Refrigerators	11,321	2,557 (22.6%)	8,764 (77.4%)
230	Freezers	1,967	1,690 (85.9%)	277 (14.1%)
200	Room Air Cond'rs.	4,127	3,965 (96.1%)	162 (3.9%)
252	Ranges	4,517	1,821 (40.3%)	2,696 (59.7%)
161	Water Heaters	1,228	692 (56.4%)	536 (43.6%)
272	Washers	13,935	3,235 (23.2%)	10,700 (76.8%)
81	Ironers	368	305 (82.9%)	63 (17.1%)
241	Clothes Dryers	4,732	4,142 (87.5%)	590 (12.5%)
212	Vacuum Cleaners	3,551	1,432 (40.3%)	2,119 (59.7%)
137	Dishwashers	786	728 (92.6%)	58 (7.4%)
236	Television	15,789	7,547 (47.8%)	8,242 (52.2%)

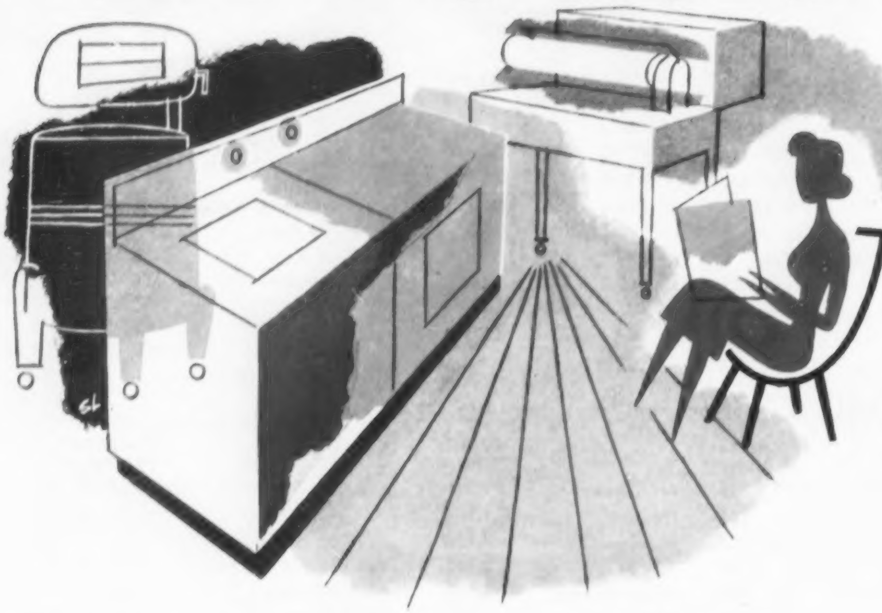
TABLE 4 Trade-In Volume

Number Dealers Reporting		Trade-Ins versus Total Volume (Jan.-Aug. 1956) Total Units Sold	Number Trade-Ins Accepted	% Trade-Ins to Unit Sales
281	Refrigerators	11,705	6,345	54.2%
236	Freezers	2,011	142	7.1
227	Room Air Conditioners	4,493	80	1.8
261	Ranges	4,549	1,942	42.7
178	Water Heaters	1,316	160	12.2
287	Washers	14,265	7,823	54.8
93	Ironers	390	11	2.8
261	Dryers	4,939	294	6.0
226	Vacuum Cleaners	3,816	1,216	31.9
145	Dishwashers	836	23	2.8
250	Television	15,649	5,723	36.6

TABLE 5 What Dealers Did With Trade-Ins

Product		No. Dealers Handling Trade-Ins	Number of Trade-Ins Accepted	Disposition of Trade-Ins by Percent: Junked	Rebuilt & Resold	Resold As-Is	On Hand
Refrigerators	1956	222	6,136	25.5%	34.9%	27.9%	11.7%
	1955	170	4,143	28.7	28.6	30.5	12.2
Freezers	1956	57	132	7.6	27.3	50.0	15.1
	1955	46	108	7.4	29.6	50.9	12.1
Room Air Condit.	1956	26	70	12.9	17.1	47.1	22.9
	1955	22	49	..	32.6	42.9	24.5
Electric Ranges	1956	176	1,930	37.7	25.4	22.2	14.7
	1955	147	1,572	34.2	27.0	24.6	14.2
Water Heaters	1956	41	158	73.4	4.4	15.2	7.0
	1955	34	135	84.4	6.7	6.7	2.2
Washers	1956	224	7,714	41.9	27.7	18.6	11.8
	1955	155	3,810	41.8	24.2	20.6	13.4
Ironers	1956	6	11	36.4	36.4	9.1	18.1
	1955	6	9	44.5	22.2	22.2	11.1
Clothes Dryers	1956	62	294	8.5	55.4	18.4	17.7
	1955	31	102	7.8	37.2	27.5	27.5
Vacuum Cleaners	1956	127	1,144	57.6	16.6	14.6	11.2
	1955	103	789	56.3	23.7	12.3	7.7
Dishwashers	1956	15	23	43.5	17.4	8.7	30.4
	1955	14	22	59.1	9.1	4.5	27.3
Television	1956	174	5,425	21.4	43.8	21.2	13.6
	1955	150	3,131	16.5	54.9	14.1	14.5

Laundry Equipment...



Industry sets all-time record as volume climbs 12 percent over 1955. By product lines, automatics and dryers register gains, wringers hold even and ironers continue to fall

IN 1956 the American home laundry industry broke all previous records for sales in its half century history. It also established itself as one of the three giants of the appliance-radio-TV business, with a dollar volume comparable to the refrigerator-freezer industry and only slightly behind the radio-TV business.

In 1956 a total of 6,433,000 units of washers, dryers and ironers were sold, a gain of nine and a half percent over the 5,874,700 units sold in 1955. The dollar volume at retail of these units amounted to $1,523,383,000, a 12 percent gain over the 1955 figure of $1,359,839,000.

Breaking down these figures, lets first take a look at the washing machine totals:

A total of 4,713,000 washers were sold at an average price of $242 for a dollar volume total of $1,140,703,000. This compares with the previous year's figure of 4,391,000 total units with an average price of $235 with a total dollar volume at retail of $1,032,437,000.

Automatic and semi-automatic models outsold the conventional wringer-spinner types by a ratio of roughly three to one. Automatic washer sales were 3,460,000 units at an average retail price of $275 for a total dollar volume of $951,500,000. Conventional wringer-spinner models sold 1,253,000 units at an average price of $151 at retail for a total dollar volume of $189,203,000.

For those interested in comparisons, the previous year of 1955 saw 3,123,000 (revised) automatics sold at an average price of $271 giving a total dollar volume of $845,407,000. Automatic washer business, therefore, was up

(Continued on page 278)

THREE YEAR SALES SUMMARY—Washers

AUTOMATIC & SEMI-AUTOMATIC:	1956	1955	1954
Units Sold	3,460,000	3,123,000	2,401,000
Average Retail Price	$275	$271	$272
Retail Value	$951,500,000	$845,407,000	$653,816,300
WRINGER & SPINNER:			
Units Sold	1,253,000	1,268,000	1,209,400
Average Retail Price	$151	$148	$149
Retail Value	$189,203,000	$187,030,000	$179,741,000
	Jan. 1957	Jan. 1956	Jan. 1955
Homes Owning	41,175,000	38,700,000	36,418,000
Homes Without	6,240,000	7,300,000	8,359,000

STATE
Maine
New Hampshire
Vermont
Massachusetts
Rhode Island
Connecticut
New England
New York
New Jersey
Pennsylvania
Middle Atlantic
Ohio
Indiana
Illinois
Michigan
Wisconsin
East North Central
Minnesota
Iowa
Missouri
North Dakota
South Dakota
Nebraska
Kansas
West North Central
Delaware
Maryland
District of Columbia
Virginia
West Virginia
North Carolina
South Carolina
Georgia
Florida
South Atlantic
Kentucky
Tennessee
Alabama
Mississippi
East South Central
Arkansas
Louisiana
Oklahoma
Texas
West South Central
Montana
Idaho
Wyoming
Colorado
New Mexico
Arizona
Utah
Nevada
Mountain
Washington
Oregon
California
Pacific
UNITED STATES

. . . SALES BY STATES – 1947 to 1955

WASHERS				DRYERS				IRONERS			
1955 Unit Sales	1955 % of Market	Total 9 Years 1947–1955	Average % of Market 1947–1955	1955 Unit Sales	1955 % of Market	Total 9 Years 1947–1955	Average % of Market 1947–1955	1955 Unit Sales	1955 % of Market	Total 9 Years 1947–1955	Average % of Market 1947–1955
20,761	0.49%	159,590	0.48%	5,540	0.40%	14,781	0.31%	180	0.22%	10,359	0.41%
12,711	0.30	88,780	0.27	3,324	0.24	9,680	0.21	107	0.13	5,412	0.21
8,050	0.19	59,227	0.18	1,939	0.14	4,830	0.10	49	0.06	3,400	0.13
131,347	3.10	1.053,780	3.20	27,839	2.01	91,729	1.95	1,319	1.61	71,526	2.78
18,643	0.44	183,842	0.56	4,016	0.29	17,486	0.37	319	0.39	13,148	0.51
72,877	1.72	482,934	1.46	15,651	1.13	56,265	1.20	901	1.10	63,795	2.48
264,389	**6.24**	**2,028,153**	**6.15**	**58,309**	**4.21**	**194,771**	**4.14**	**2,875**	**3.51**	**167,640**	**6.52**
344,044	8.12	2,864,198	8.68	86,978	6.28	313,197	6.66	5,087	6.21	214,060	8.32
140,245	3.31	1,008,524	3.06	38,365	2.77	112,228	2.38	229	0.28	66,080	2.57
315,657	7.45	2,557,004	7.75	118,140	8.53	407,482	8.66	7,503	9.16	210,580	8.19
799,946	**18.88**	**6,429,726**	**19.49**	**243,483**	**17.58**	**832,907**	**17.70**	**12,819**	**15.65**	**490,720**	**19.08**
265,236	6.26	2,070,159	6.28	148,749	10.74	541,079	11.50	9,231	11.27	219,565	8.54
124,992	2.95	912,311	2.76	73,266	5.29	240,905	5.12	2,048	2.50	73,520	2.86
234,306	5.53	1,851,353	5.61	103,183	7.45	368,679	7.83	3,637	4.44	162,826	6.33
212,697	5.02	1,496,883	4.54	118,279	8.54	402,735	8.56	13,614	16.62	203,399	7.91
85,164	2.01	673,593	2.04	42,381	3.06	151,301	3.21	1,040	1.27	49,159	1.91
922,395	**21.77**	**7,004,299**	**21.23**	**485,858**	**35.08**	**1,704,699**	**36.22**	**29,570**	**36.10**	**708,469**	**27.55**
71,182	1.68	594,218	1.80	35,179	2.54	136,768	2.91	2,269	2.77	59,019	2.30
58,047	1.37	547,697	1.66	28,808	2.08	111,363	2.37	1,532	1.87	51,846	2.02
111,857	2.64	1,012,639	3.07	35,733	2.58	131,810	2.80	3,547	4.33	80,512	3.13
10,169	0.24	116,223	0.35	6,925	0.50	33,455	0.71	393	0.48	12,457	0.48
12,287	0.29	131,570	0.40	6,509	0.47	31,717	0.67	524	0.64	12,370	0.48
32,201	0.76	300,482	0.91	17,590	1.27	63,932	1.36	786	0.96	28,954	1.13
47,454	1.12	357,275	1.09	16,343	1.18	46,259	0.98	1,196	1.46	28,908	1.12
343,197	**8.10**	**3,060,104**	**9.28**	**147,087**	**10.62**	**555,304**	**11.80**	**10,247**	**12.51**	**274,066**	**10.66**
11,016	0.26	75,659	0.23	2,908	0.21	11,030	0.23	238	0.29	5,373	0.21
60,589	1.43	437,059	1.33	11,357	0.82	33,714	0.72	1,220	1.49	30,572	1.19
31,354	0.74	343,886	1.04	13,158	0.95	50,717	1.08	926	1.13	29,470	1.15
76,266	1.80	535,437	1.61	10,249	0.74	26,673	0.57	352	0.43	21,561	0.84
40,675	0.96	438,614	1.33	15,374	1.11	50,202	1.07	475	0.58	29,161	1.13
94,909	2.24	729,076	2.21	7,202	0.52	23,512	0.50	426	0.52	23,657	0.92
41,946	0.99	286,372	0.87	2,631	0.19	9,019	0.19	90	0.11	8,425	0.33
94,485	2.23	704,409	2.14	10,803	0.78	31,732	0.67	688	0.84	29,098	1.13
100,841	2.38	651,609	1.98	11,634	0.84	34,529	0.73	573	0.70	29,204	1,13
552,081	**13.03**	**4,202,121**	**12.74**	**85,316**	**6.16**	**271,128**	**5.76**	**4,988**	**6.09**	**206,521**	**8.03**
55,928	1.32	470,262	1.42	12,880	0.93	35,893	0.76	393	0.48	19,942	0.78
83,893	1.98	781,402	2.37	15,374	1.11	44,423	0.94	606	0.74	30,810	1.20
74,571	1.76	490,536	1.49	6,925	0.50	20,447	0.44	139	0.17	13,307	0.52
33,472	0.79	271,225	0.82	2,631	0.19	9,620	0.21	74	0.09	9,390	0.36
247,864	**5.85**	**2,013,425**	**6.10**	**37,810**	**2.73**	**110,383**	**2.35**	**1,212**	**1.48**	**73,449**	**2.86**
30 930	0.73	294,068	0.89	2,908	0.21	10,102	0.21	131	0.16	11,810	0.46
77,961	1.84	614,737	1.86	11,357	0.82	35,759	0.76	467	0.57	24,120	0.94
48,725	1.15	355,047	1.08	9,972	0.72	24,173	0.51	942	1.15	28,982	1.13
244,899	5.78	1,773,147	5.38	32,548	2.35	94,389	2.01	4,218	5.15	103,973	4.04
402,515	**9.50**	**3,036,999**	**9.21**	**56,785**	**4.10**	**164,423**	**3.49**	**5,758**	**7.03**	**168,885**	**6.57**
15,253	0.36	123 590	0.37	9,141	0.66	28,272	0.60	786	0.96	14,709	0.57
14,830	0.35	115,852	0.35	7,894	0.57	27,867	0.59	1,401	1.71	11,434	0.44
5,932	0.14	49,190	0.15	2,770	0.20	9,509	0.20	57	0.07	4,385	0.17
46,183	1.09	334,755	1.01	14,543	1.05	34,526	0.73	844	1.03	28,376	1.10
19,066	0.45	112,819	0.34	3,462	0.25	7,106	0.15	393	0.48	8,894	0.35
27,964	0.66	177,725	0.54	1,939	0.14	5,963	0.13	254	0.31	10,704	0.42
21,185	0.50	177,186	0.54	8,449	0.61	25,727	0.55	2,392	2.92	23,281	0.91
7,627	0.18	58,265	0.18	1,523	0.11	9,365	0.20	434	0.53	5,886	0.23
158,040	**3.73**	**1,149,382**	**3.48**	**49,721**	**3.59**	**148,335**	**3.15**	**6,561**	**8.01**	**107,669**	**4.19**
84,740	2.00	602,772	1.83	63,572	4.59	214,459	4.56	1,351	1.65	60,985	2.37
47,031	1.11	411,146	1.25	36,564	2.64	137,447	2.92	1,139	1.39	43,398	1.69
414,802	9.79	3,048,180	9.24	120,495	8.70	372,580	7.91	5,390	6.58	269,661	10.48
546,573	**12.90**	**4,062,098**	**12.32**	**220,631**	**15.93**	**724,486**	**15.39**	**7,880**	**9.62**	**374,044**	**14.54**
4,237,000	**100.00%**	**32,986,307**	**100.00**	**1,385,000**	**100.00%**	**4,706,436**	**100.00%**	**81,910**	**100.00%**	**2,571,463**	**100.00%**

(Manufacturers' Shipments Projected to Industry Totals by ELECTRICAL MERCHANDISING from State Figures Reported by American Home Laundry Manufacturers' Assn., Based on Sales by Distributors & Manufacturers' Branches)

SALES BY STATES – 1947 to 1955 . . .

STATE	REFRIGERATORS 1955 Unit Sales	REFRIGERATORS 1955 % of Market	REFRIGERATORS Total 9 Years 1947-1955	REFRIGERATORS Average % of Market 1947-1955	FREEZERS 1955 Unit Sales	FREEZERS 1955 % of Market	FREEZERS Total 8 Years 1948-1955	FREEZERS Average % of Market 1948-1955
Maine	16,426	0.43%	182,578	0.52%	4,598	0.44%	33,463	0.46%
New Hampshire	10,696	0.28	113,683	0.32	1,568	0.15	17,393	0.24
Vermont	4,966	0.13	61,919	0.18	1,358	0.13	12,621	0.17
Massachusetts	97,792	2.56	945,475	2.68	8,256	0.79	96,055	1.33
Rhode Island	27,504	0.72	279,872	0.79	1,149	0.11	16,687	0.23
Connecticut	60,738	1.59	490,790	1.39	11,495	1.10	74,154	1.02
New England	**218,122**	**5.71**	**2,074,317**	**5.88**	**28,424**	**2.72**	**250,373**	**3.45**
New York	424,402	11.11	3,836,199	10.88	43,577	4.17	403,994	5.57
New Jersey	131,408	3.44	1,224,892	3.47	17,033	1.63	145,475	2.01
Pennsylvania	244,862	6.41	2,321,036	6.58	63,954	6.12	424,041	5.85
Middle Atlantic	**800,672**	**20.96**	**7,382,127**	**20.93**	**124,564**	**11.92**	**973,510**	**13.43**
Ohio	227,290	5.95	1,905,798	5.40	62,596	5.99	449,291	6.20
Indiana	124,532	3.26	971,326	2.75	35,739	3.42	252,751	3.49
Illinois	212,010	5.55	1,939,243	5.50	43,995	4.21	377,543	5.21
Michigan	213,920	5.60	1,521,887	4.32	34,380	3.29	258,311	3.56
Wisconsin	71,052	1.86	676,892	1.92	23,617	2.26	182,401	2.51
East North Central	**848,804**	**22.22**	**7,015,146**	**19.89**	**200,327**	**19.17**	**1,520,297**	**20.97**
Minnesota	59,974	1.57	609,369	1.73	28,006	2.68	186,228	2.57
Iowa	51,570	1.35	571,972	1.62	28,529	2.73	209,364	2.89
Missouri	111,544	2.92	1,120,635	3.18	37,725	3.61	251,552	3.47
North Dakota	10,314	0.27	140,864	0.40	11,390	1.09	78,997	1.09
South Dakota	11,842	0.31	142,707	0.41	12,122	1.16	76,827	1.06
Nebraska	31,324	0.82	332,549	0.94	18,079	1.73	144,011	1.99
Kansas	32,088	0.84	360,504	1.02	15,361	1.47	111,250	1.53
West North Central	**308,656**	**8.08**	**3,278,600**	**9.30**	**151,212**	**14.47**	**1,058,229**	**14.60**
Delaware	10,314	0.27	86,948	0.25	2,403	0.23	16,857	0.23
Maryland	51,952	1.36	514,288	1.46	14,003	1.34	88,339	1.22
District of Columbia	59,974	1.57	469,248	1.33	14,107	1.35	76,909	1.06
Virginia	59,210	1.55	590,898	1.68	21,005	2.01	120,489	1.66
West Virginia	41,638	1.09	445,669	1.26	15,152	1.45	86,016	1.19
North Carolina	74,490	1.95	810,271	2.30	37,098	3.55	196,891	2.72
South Carolina	39,728	1.04	387,787	1.10	20,168	1.93	89,107	1.23
Georgia	83,658	2.19	759,406	2.15	40,233	3.85	174,172	2.40
Florida	129,880	3.40	953,832	2.70	28,529	2.73	139,409	1.92
South Atlantic	**550,844**	**14.42**	**5,018,347**	**14.23**	**192,698**	**18.44**	**988,189**	**13.63**
Kentucky	50,424	1.32	544,452	1.54	19,750	1.89	109,913	1.52
Tennessee	72,580	1.90	820,648	2.33	33,754	3.23	164,670	2.27
Alabama	56,918	1.49	567,138	1.61	29,469	2.82	122,685	1.69
Mississippi	33,616	0.88	382,812	1.08	23,512	2.25	109,780	1.52
East South Central	**213,538**	**5.59**	**2,315,050**	**6.56**	**106,485**	**10.19**	**507,048**	**7.00**
Arkansas	37,054	0.97	417,954	1.18	18,392	1.76	102,608	1.42
Louisiana	62,266	1.63	627,090	1.78	31,559	3.02	189,657	2.62
Oklahoma	46,986	1.23	507,394	1.44	11,495	1.10	109,773	1.51
Texas	195,202	5.11	1,942,374	5.51	64,790	6.20	488,845	6.74
West South Central	**341,508**	**8.94**	**3,494,812**	**9.91**	**126,236**	**12.08**	**890,883**	**12.29**
Montana	11,460	0.30	115,033	0.33	7,210	0.69	60,143	0.83
Idaho	9,932	0.26	102,817	0.29	5,748	0.55	44,153	0.61
Wyoming	4,202	0.11	49,399	0.14	2,508	0.24	22,859	0.32
Colorado	36,290	0.95	336,860	0.95	12,958	1.24	99,371	1.37
New Mexico	11,842	0.31	111,745	0.32	5,748	0.55	35,842	0.49
Arizona	22,538	0.59	190,090	0.54	3,135	0.30	37,395	0.52
Utah	14,134	0.37	151,923	0.43	4,598	0.44	56,623	0.78
Nevada	6,494	0.17	58,550	0.17	1,776	0.17	16,141	0.22
Mountain	**116,892**	**3.06**	**1,116,417**	**3.17**	**43,681**	**4.18**	**372,527**	**5.14**
Washington	47,750	1.25	464,582	1.32	16,093	1.54	113,620	1.57
Oregon	32,088	0.84	350,588	0.99	15,779	1.51	114,418	1.58
California	341,126	8.93	2,755,939	7.82	39,501	3.78	460,106	6.34
Pacific	**420,964**	**11.02**	**3,571,109**	**10.13**	**71,373**	**6.83**	**688,144**	**9.49**
UNITED STATES	**3,820,000**	**100.00%**	**35,265,995**	**100.00%**	**1,045,000**	**100.00%**	**7,249,200**	**100.00%**

(Manufacturers' Shipments, Projected to Industry Totals by ELECTRICAL MERCHANDISING from State Figures Reported by the National Electrical Manufacturers' Assn., Based on Sales by Distributors & Manufacturers' Branches)

Refrigerators and Freezers

Eleven percent decline in refrigerator and freezer sales and predictions for 1957 indicate stabilization for refrigerator sales at 3.5 to 4-million units, for freezers at 1,000,000

DESPITE about a eleven percent decline in both units and dollar volume of the electric refrigerator and home freezer business in 1956, compared to 1955, the two industries demonstrated their inherent vitality again last year. Combined unit sales of the two industries—and they must be considered increasingly inseparable, due to the trend toward refrigerator-freezer combinations—amounted to 4,675,000 units for a total dollar volume at retail of $1,582,700,000. In 1955, the combined industries sold 5,300,000 units for a total dollar volume of $1,762,945,000.

Household electric refrigerator sales, considered separately, amounted to 3,700,000 units, or 11 percent under the 4,200,000 units (revised) accounted for in the year 1955. The average price of refrigerators stood at $325 in 1956 compared to $315 in 1955, which means that total refrigerator dollar volume last year amounted to $1,202,500,000 —off 9.1 percent from the $1,323,000,000 retail volume done in 1955.

Home freezer sales in 1956 amounted to 975,000 units or 11.4 percent off from the 1,100,000 units sold in 1955. The home freezer dollar volume last year was $380,200,000 or 13.6 percent under the $439,945,000 done in 1955. Average home freezer prices declined from $400 in 1955 to $390 in 1956.

Last year's refrigerator business would seem to indicate that the industry has fairly well settled down to an annual volume of between 3½ and 4 million units because, with the exception of 1950, when over 6,200,000 units were sold, these averages have been maintained. Home freezer business, on the other hand, seems to have stabilized at around the million unit annual clip for the past six years.

The past year's figures brought electric refrigerator saturation up to 96.0 percent and home freezer saturation up to 18.0 percent. We remarked in this space last year that freezer saturation, of course, is based on the sale of complete freezer units among the 47 million wired homes of the country, but the figure might well be considered higher as an increasing number of refrigerator-freezer combinations are sold. As the popularity of frozen food continues to gain—especially prepared dinners—the demand for more and more freezer space in refrigerators has grown. Conversely, as the frozen food space increases, the refrigeration space decreases, reversing the trend of many years to larger and larger cubic foot storage capacity in the refrigeration area.

The 1956 Annual Replacement and Trade-in Survey of ELECTRICAL MERCHANDISING

(Continued on page 285)

THREE YEAR SALES SUMMARY—Refrigerators

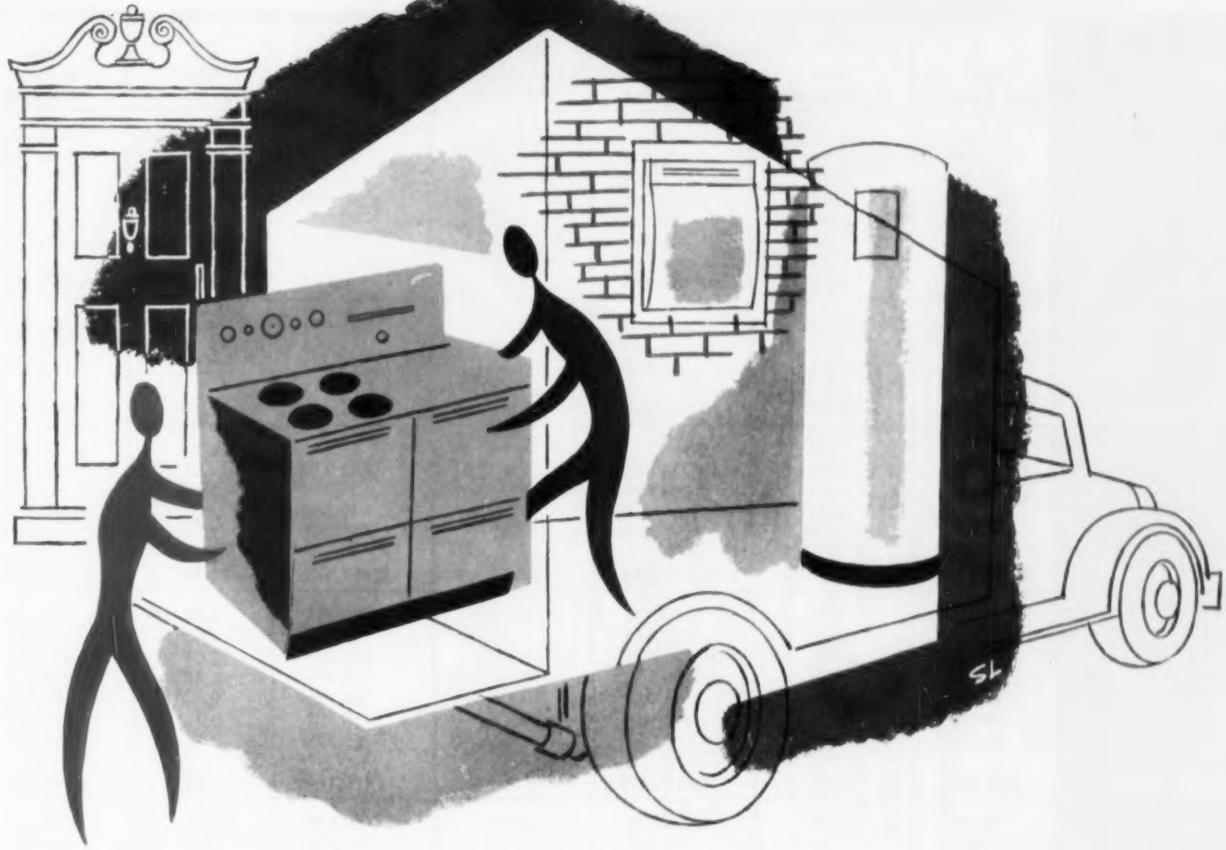
	1956	1955	1954
Units Sold	3,700,000	4,200,000	3,600,000
Average Retail Price	$325	$315	$305
Retail Value	$1,202,500,000	$1,323,000,000	$1,095,865,000
	Jan. 1957	**Jan. 1956**	**Jan. 1955**
Homes Owning	45,500,000	43,300,000	41,400,000
Homes Without	1,915,000	2,700,000	3,377,000

SALES BY STATES—1946 to 1955..

STATE	ELECTRIC RANGES 1955 Unit Sales	1955 % of Market	Total 10 Years 1946–1955	Average % of Market 1946–1955	ELECTRIC WATER HEATERS 1955 Unit Sales	1955 % of Market	Total 9 Years 1947–1955	Average % of Mark 1947–195
Maine	7,981	0.51%	79,441	0.62%	6,387	0.73%	56,441	0.73%
New Hampshire	5,790	0.37	54,401	0.43	2,975	0.34	29,511	0.38
Vermont	2,347	0.15	25,669	0.20	2,012	0.23	16,833	0.22
Massachusetts	48,046	3.07	374,874	2.94	16,713	1.91	153,797	1.99
Rhode Island	13,146	0.84	95,812	0.75	2,450	0.28	24,771	0.32
Connecticut	35,839	2.29	231,798	1.81	11,988	1.37	119,262	1.54
New England	**113,149**	**7.23**	**861,995**	**6.75**	**42,525**	**4.86**	**400,615**	**5.18**
New York	88,266	5.64	685,927	5.37	40,163	4.59	349,025	4.52
New Jersey	29,422	1.88	224,295	1.75	14,437	1.65	144,744	1.87
Pennsylvania	100,473	6.42	874,721	6.86	58,363	6.67	586,796	7.60
Middle Atlantic	**218,161**	**13.94**	**1,784,943**	**13.98**	**112,963**	**12.91**	**1,080,565**	**13.99**
Ohio	97,187	6.21	782,673	6.13	49,613	5.67	453,421	5.87
Indiana	44,915	2.87	409,128	3.21	40,950	4.68	345,217	4.46
Illinois	46,637	2.98	486,821	3.81	21,350	2.44	306,651	3.97
Michigan	87,171	5.57	639,325	5.01	34,388	3.93	305,997	3,96
Wisconsin	36,934	2.36	305,660	2.39	27,212	3.11	283,445	3.67
East North Central	**312,844**	**19.99**	**2,623,607**	**20.55**	**173,513**	**19.83**	**1,694,731**	**21.93**
Minnesota	25,353	1.62	235,430	1.84	15,925	1.82	200,027	2.59
Iowa	19,563	1.25	202,764	1.59	17,413	1.99	223,323	2.89
Missouri	32,709	2.09	315,856	2.47	16,275	1.86	208,489	2.70
North Dakota	8,138	0.52	81,459	0.64	5,950	0.68	50,858	0.66
South Dakota	6,729	0.43	69,715	0.55	6,300	0.72	63,316	0.82
Nebraska	15,337	0.98	147,454	1.16	6,387	0.73	90,216	1.17
Kansas	15,806	1.01	121,495	0.95	2,012	0.23	39,011	0.50
West North Central	**123,635**	**7.90**	**1,174,173**	**9.20**	**70,262**	**8.03**	**875,240**	**11.33**
Delaware	4,851	0.31	34,368	0.27	3,500	0.40	22,926	0.30
Maryland	14,085	0.90	125,698	0.98	12,512	1.43	96,625	1.25
District of Columbia	15,180	0.97	112,050	0.88	5,775	0.66	47,730	0.62
Virginia	39,125	2.50	316,145	2.48	33,338	3.81	238,208	3.08
West Virginia	22,067	1.41	203,131	1.59	12,075	1.38	96,683	1.25
North Carolina	70,738	4.52	577,987	4.53	86,975	9.94	467,057	6.04
South Carolina	34,274	2.19	271,507	2.13	33,338	3.81	216,268	2.80
Georgia	49,454	3.16	420,330	3.29	24,937	2.85	255,448	3.31
Florida	84,197	5.38	543,503	4.26	68,950	7.88	452,460	5.85
South Atlantic	**333,971**	**21.34**	**2,604,719**	**20.41**	**281,400**	**32.16**	**1,893,405**	**24.50**
Kentucky	25,822	1.65	212,461	1.67	10,850	1.24	105,242	1.36
Tennessee	59,001	3.77	580,353	4.55	24,675	2.82	250,664	3.25
Alabama	40,064	2.56	320,740	2.51	16,538	1.89	153,213	1.98
Mississippi	11,268	0.72	102,439	0.80	2,712	0.31	35,659	0.46
East South Central	**136,155**	**8.70**	**1,215,993**	**9.53**	**54,775**	**6.26**	**544,778**	**7.05**
Arkansas	6,103	0.39	66,290	0.52	1,400	0.16	29,398	0.38
Louisiana	8,138	0.52	50,759	0.40	2,275	0.26	20,140	0.26
Oklahoma	9,390	0.60	68,017	0.53	1,050	0.12	14,646	0.19
Texas	51,802	3.31	324,357	2.54	13,387	1.53	112,458	1.46
West South Central	**75,433**	**4.82**	**509,423**	**3.99**	**18,112**	**2.07**	**176,642**	**2.29**
Montana	9,703	0.62	77,821	0.61	4,287	0.49	34,192	0.44
Idaho	11,112	0.71	117,868	0.92	8,400	0.96	75,914	0.98
Wyoming	2,660	0.17	23,315	0.18	525	0.06	7,225	0.09
Colorado	18,937	1.21	114,291	0.90	4,725	0.54	68,719	0.89
New Mexico	5,164	0.33	30,142	0.24	1,575	0.18	11,924	0.15
Arizona	4,069	0.26	31,330	0.24	1,575	0.18	20,584	0.27
Utah	13,616	0.87	124,477	0.98	5,863	0.67	80,850	1.05
Nevada	4,538	0.29	42,486	0.33	4,987	0.57	40,570	0.53
Mountain	**69,799**	**4.46**	**561,730**	**4.40**	**31,937**	**3.65**	**339,978**	**4.40**
Washington	59,157	3.78	515,190	4.03	41,738	4.77	267,208	3.46
Oregon	39,751	2.54	367,502	2.88	23,275	2.66	194,630	2.52
California	82,945	5.30	546,125	4.28	24,500	2.80	258,908	3.35
Pacific	**181,853**	**11.52**	**1,428,817**	**11.19**	**89,513**	**10.23**	**720,746**	**9.33**
UNITED STATES	**1,565,000**	**100.00%**	**12,765,400**	**100.00%**	**875,000**	**100.00%**	**7,726,700**	**100.00%**

(Manufacturers' Shipments, Projected to Industry Totals by ELECTRICAL MERCHANDISING from State Figures Reported by the National Electrical Manufacturers' Assn., Based on Sales by Distributors & Manufacturers' Branches)

Ranges and Water Heaters



Built-in units help ranges match 1955 volume, but slump in home building depresses water heater sales. Built-ins account for 24 percent of range sales and 88 percent are colored

THANKS to the vigor of built-in units, electric ranges had just about as good a year in 1956 as in 1955. Total sales of 1,585,000 units just missed the 1955 total of 1,600,000, but there was a world of difference in the composition of the figures. Standard units accounted for 1,400,000 of the 1955 total—only 1,200,000 of the 1956. Built-in units, on the other hand jumped from a total of 200,000 in 1955 to 385,000 in 1956.

For electric storage water heaters there was no such youthful prodigy as the built-in to pull them out of a slight slump. Home building declined—and so did water heaters, from 900,000 in 1955 to 870,000 in 1956.

Apart from the growing gains in sales of built-in ranges, there were no new and startling developments in either the product or the marketing of water heaters and ranges.

Electronic range and quick recovery water heaters have been on the market for over a year. Color has already established itself as a dominant feature of built-in ranges. And, while new developments, such as a combination water heater-softener may be just around the corner, 1956 wasn't the year of their arrival.

However, the jump of the built-in range from 12.5 percent to over 24 percent of the industry total in just one year is startling progress all by itself and proves that, while external conditions (such as a fall-off in housing starts) may damage the sales of old established appliances like water heaters, new products write their own rules.

Any gain as substantial as this prompts the question: how much further? Most manufacturers asked this question by ELECTRICAL MERCHANDISING put the built-in's maximum share of the range market some-

(*Continued on page 292*)

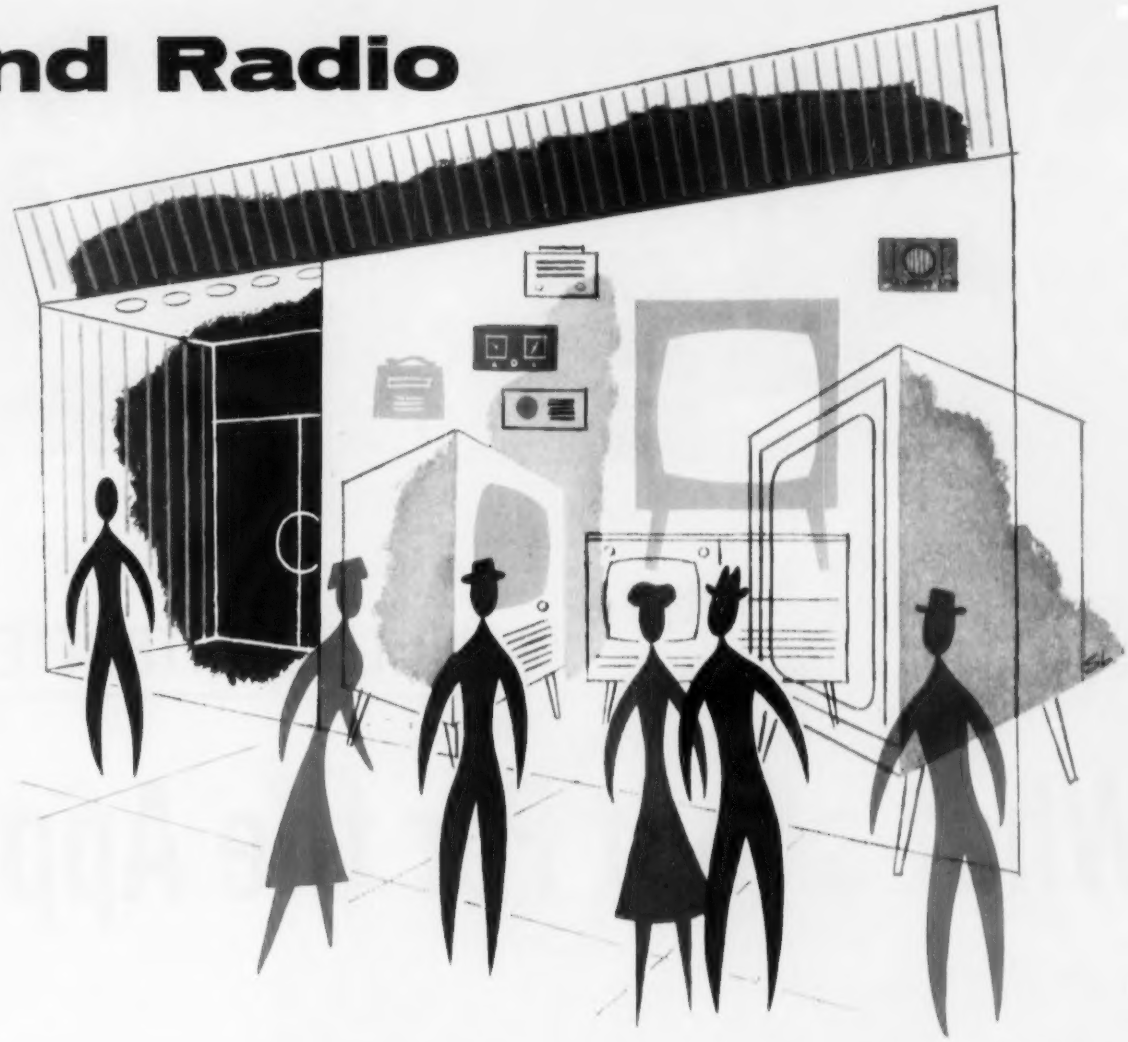
THREE YEAR SALES SUMMARY—Electric Ranges			
STANDARD TYPES:	**1956**	**1955**	**1954**
Units Sold	**1,200,000**	**1,400,000**	**1,250,000**
Average Retail Price	**$255**	**$262**	**$260**
Retail Value	**$306,000,000**	**$366,800,000**	**$325,000,000**
BUILT-IN TYPES:			
Units Sold	**385,000**	**200,000**	**100,000**
Average Retail Price	**$277**	**$285**	**$289**
Retail Value	**$106,645,000**	**$57,000,000**	**$28,900,000**
STANDARD TYPES:	**Jan. 1957**	**Jan. 1956**	**Jan. 1955**
Homes Owning	**13,780,000**	**12,965,000**	**12,086,000**
Homes Without	**33,635,000**	**33,035,000**	**32,691,000**
BUILT-INS:			
Homes Owning	**685,000**	....	....
Homes Without	**46,730,000**	....	....

SALES BY STATES—1946 to 1955...

STATE	TELEVISION 1955 Unit Sales	TELEVISION 1955 % of Market	TELEVISION Total 10 Years 1946–1955	TELEVISION Average % of Market 1946–1955	RADIO 1955 Unit Sales	RADIO 1955 % of Market	RADIO Total 5 Years 1951–1955	RADIO Average % of Market 1951–1955
Maine	51,646	0.70%	227,943	0.53%	33,845	0.48%	218,846	0.62%
New Hampshire	27,706	0.38	148,548	0.35	25,444	0.36	99,249	0.28
Vermont	23,070	0.31	75,692	0.18	21,715	0.31	77,828	0.22
Massachusetts	209,843	2.84	1,657,906	3.85	285,495	4.03	1,199,027	3.41
Rhode Island	36,442	0.49	266,323	0.62	43,751	0.62	189,431	0.54
Connecticut	106,108	1.43	741,694	1.72	130,560	1.84	518,828	1.48
New England	**454,815**	**6.15**	**3,118,106**	**7.25**	**540,810**	**7.64**	**2,303,209**	**6.55**
New York	678,187	9.17	5,432,487	12.63	1,034,577	14.62	4,662,816	13.26
New Jersey	230,692	3.12	1,895,545	4.41	379,426	5.36	1,404,101	3.99
Pennsylvania	483,391	6.53	3,596,248	8.36	532,461	7.52	2,654,214	7.55
Middle Atlantic	**1,392,270**	**18.82**	**10,924,280**	**25.40**	**1,946,464**	**27.50**	**8,721,131**	**24.80**
Ohio	395,395	5.35	2,988,373	6.95	[illegible]42,241	6.25	2,126,900	6.05
Indiana	202,427	2.74	1,231,889	2.86	[illegible]42,279	2.01	794,175	2.26
Illinois	415,332	5.61	2,903,079	6.75	[illegible]05,752	7.15	2,387,452	6.79
Michigan	311,032	4.20	1,993,345	4.63	[illegible]39,666	4.80	1,505,483	4.28
Wisconsin	168,040	2.27	892,509	2.08	125,892	1.78	708,529	2.01
East North Central	**1,492,226**	**20.17**	**10,009,195**	**23.27**	**1,555,830**	**21.99**	**7,522,539**	**21.39**
Minnesota	128,170	1.73	701,332	1.63	92,239	1.30	540,299	1.54
Iowa	112,875	1.53	677,992	1.58	74,810	1.06	469,426	1.33
Missouri	197,310	2.67	1,115,971	2.59	148,079	2.09	857,920	2.44
North Dakota	29,233	0.39	85,969	0.20	19,497	0.28	136,673	0.39
South Dakota	30,875	0.42	80,028	0.19	20,926	0.30	136,308	0.39
Nebraska	68,091	0.92	346,967	0.81	50,527	0.71	273,705	0.78
Kansas	95,875	1.30	406,098	0.94	65,078	0.92	395,760	1.12
West North Central	**662,429**	**8.96**	**3,414,357**	**7.94**	**471,156**	**6.66**	**2,810,091**	**7.99**
Delaware	17,425	0.24	126,270	0.29	18,839	0.27	98,322	0.28
Maryland	101,677	1.38	733,480	1.70	129,300	1.83	558,352	1.59
District of Columbia	64,459	0.87	415,633	0.97	80,958	1.14	374,700	1.07
Virginia	138,334	1.87	694,830	1.62	116,034	1.64	572,809	1.63
West Virginia	82,967	1.12	380,700	0.88	41,376	0.58	327,196	0.93
North Carolina	193,982	2.62	749,069	1.74	115,366	1.63	718,672	2.04
South Carolina	98,820	1.34	324,288	0.75	58,974	0.83	313,696	0.89
Georgia	165,995	2.24	725,159	1.69	124,364	1.76	721,332	2.05
Florida	257,677	3.48	811,860	1.89	141,000	1.99	783,517	2.23
South Atlantic	**1,121,336**	**15.16**	**4,961,289**	**11.53**	**826,211**	**11.67**	**4,468,596**	**12.71**
Kentucky	123,589	1.67	550,994	1.28	103,857	1.47	493,935	1.41
Tennessee	150,060	2.03	611,834	1.42	91,073	1.29	565,049	1.61
Alabama	129,423	1.75	491,112	1.14	89,180	1.26	496,878	1.41
Mississippi	70,718	0.95	217,669	0.51	54,085	0.76	286,129	0.81
East South Central	**473,790**	**6.40**	**1,871,609**	**4.35**	**338,195**	**4.78**	**1,841,991**	**5.24**
Arkansas	83,882	1.13	263,744	0.61	38,040	0.54	273,636	0.78
Louisiana	153,767	2.08	544,931	1.27	85,409	1.21	531,330	1.51
Oklahoma	105,754	1.43	518,303	1.20	55,359	0.78	394,282	1.12
Texas	400,640	5.42	1,766,884	4.11	288,830	4.08	1,663,768	4.73
West South Central	**744,043**	**10.06**	**3,093,862**	**7.19**	**467,638**	**6.61**	**2,863,016**	**8.14**
Montana	23,357	0.32	62,753	0.15	19,365	0.27	128,407	0.37
Idaho	32,861	0.44	103,156	0.24	11,049	0.15	95,614	0.27
Wyoming	7,786	0.10	22,997	0.05	9,715	0.14	60,588	0.17
Colorado	54,401	0.74	285,780	0.67	47,354	0.67	278,378	0.79
New Mexico	24,466	0.33	91,234	0.21	23,935	0.34	128,104	0.37
Arizona	39,014	0.53	162,939	0.38	35,180	0.50	187,231	0.53
Utah	28,982	0.39	185,206	0.43	25,593	0.36	138,878	0.40
Nevada	9,620	0.13	30,280	0.07	9,015	0.13	43,114	0.12
Mountain	**220,487**	**2.98**	**944,345**	**2.20**	**181,206**	**2.56**	**1,060,314**	**3.02**
Washington	124,845	1.69	617,574	1.44	86,125	1.22	513,709	1.46
Oregon	89,198	1.20	307,674	0.71	49,184	0.70	318,680	0.91
California	621,811	8.41	3,751,730	8.72	613,903	8.67	2,739,266	7.79
Pacific	**835,854**	**11.30**	**4,676,978**	**10.87**	**749,212**	**10.59**	**3,571,655**	**10.16**
UNITED STATES	**7,397,250**	**100.00%**	**43,014,021**	**100.00%**	**7,076,722**	**100.00%**	**35,162,542**	**100.00%**

(Radio and Television Set Shipments to Dealers, As Reported by Radio-Electronics Television Manufacturers' Association)

TV and Radio



It's an up and down year as TV production falls below levels achieved in 1955 and 1954; radio moves up strongly for the best showing since the boom days of 1948; portables strong

Although they have common parentage, the radio and television industries behaved in sharply differing fashion in 1956.

For the radio industry the year was a highly successful one. If you disregard auto radios (which have separate distribution channels), radio volume rose to the highest figure since 1950.

But for the television industry 1956 was a year of reckoning, particularly at the manufacturing level. Volume, measured either in terms of factory production or retail purchases, dropped below first of the year estimates and well below 1955 levels. Nor were the TV industry's headaches over by the year's end. The problems which plagued manufacturers, distributors and dealers during the year remain unsolved and at least one top manufacturer says he cannot see any prospects for improvement until the second quarter of 1957.

Television

It's important, however, to put last year's TV performance in its proper perspective.

It wasn't a "disastrous" or even a "poor" year. But it was a trying period for the industry.

Nevertheless, the problems besetting the industry as the year ends should not be allowed to obscure the fact that at retail 1956 was the third best year in industry history. Slightly over 7.1-million sets were sold as compared to 7,421,084 in 1955 and 7,317,034 in 1954. Last year's performance, however, was far better than the 6.1-million level achieved in the boom years of 1950 and 1952.

However, in terms of output, 1956 was only the fifth best year in industry history. Output of 7,200,000 units was below the 7.75-million turned out in 1955, the 7.46-million in 1950, the 7.35-million in 1954 and 7.22 million in 1953. Another headache was the fact that as the year progressed inventories at all levels had climbed to a record high. On November 1 inventories had reached the 2.6-million level. Barring heavy Christmas sales, industry experts were afraid that a carryover of this magnitude might have a depressing effect on business in the first half of 1957.

You can't get very far into analyzing 1956 performance without coming up against the problem of portable television.

(*Continued on page 295*)

THREE YEAR SALES SUMMARY—Television

	1956	1955	1954
Units Produced	7,200,000	7,756,500	7,346,700
Average Retail Price	$190	$225	$230
Retail Value	$1,368,000,000	$1,745,212,000	$1,689,741,000
	Jan. 1957	**Jan. 1956**	**Jan. 1955**
Homes Owning	38,400,000 *	35,000,000	32,106,000
Homes Without	9,015,000	11,000,000	12,671,000

*NBC estimate

QUESTION: *Will appliance manufacturers give LBE real and active support?*

QUESTION: *What good does a promotion like this do the appliance dealer?*

This LIVE BETTER ELECTRICALLY

What's In It For the Appliance

AFTER a year of preparatory and missionary work, the industrywide Live Better Electrically program is now, in the words of project manager R. E. Boian, about ready "to ask the appliance industry for the order."

For Live Better Electrically that means persuading appliance-TV manufacturers, and through them their distributors and dealers, to contribute active support to this biggest-of-all sales-building promotions so as to multiply its effect and make it pay off.

Because LBE is so big and so broad in scope, that's a large order. And the minute salesman Boian and others start asking for it they're going to get questions back before they get any answers.

Some of these questions Boian is now ready to answer. ELECTRICAL MERCHANDISING asked him eight that are almost sure to pop up in the minds or on the tongues of the appliance industry. Some of them poke bluntly at what might be sensitive areas. Others don't yet admit of full answers because only time and experience can provide the answers.

One of the first—and most delicate—problems that Boian and Live Better have had to face is doubt of the altruism of G-E's sponsorship. Starting with its closed circuit telecast to industry people in some 76 cities last February, which cost in the neighborhood of $300,000, LBE has spent a lot of G-E's money on consumer magazine ads, a 30-minute color film ("Meet Mrs. Swenson"), a 72-page consumer booklet, a national network TV show, TV commercials, business publication ads, and the salaries and maintenance of a high-powered staff. Historically, manufacturers in the rough-and-tumble world of appliance merchandising have sedulously avoided spending their own money for the benefit of competition. Any industry promotions have been left in the hands of non-profit groups like the National Electrical Manufacturers Association and the Edison Electric Institute.

There's no doubt that G-E has reversed the historical pattern, but it's equally obvious that Live Better officials have had to work to prove it.

QUESTION: *Has Live Better Electrically been hurt by the fact that it was a G-E originated project? Are other manufacturers suspicious or withholding support because of this?*

BOIAN: *It's been a self-evident problem. Sure, we've had some resistance—from utilities as well as from manufacturers. Some just couldn't believe that the program was that altruistic. But we've ridden it out in the utility industry and we're making such good progress with manufacturers that we expect an eventual 100 percent understanding.*

Behind G-E sponsorship of LBE is the simple fact that the need for such a program has been increasingly evident. Residential wiring capacity hasn't been keeping pace with the public appetite for the new multiplicity of appliance products and big current-eating items like air conditioners. G-E, like many another manufacturer, could see that unless the development of a market for appliances could be speeded up, the whole industry's productive potential would be tied down by artificial limitations. What was needed was a program that would sell electrical living so well and so thoroughly that by 1960 the average residential consumption of electricity would jump from 2,900 to 4,500 kwh a year.

Such a program would have to be just about the biggest thing that ever hit the appliance industry. To get it started would require a push so hefty that only a limited number of manufacturers could even consider it. G-E could and did, hoping as the first big checks were signed that other manufacturers would join in. By late fall of 1956 some 39 manufacturers (including Westinghouse, Philco, Frigidaire, Admiral, Sylvania, and Whirlpool) had indicated a willingness to tie in to some extent, although at this writing only Westinghouse had really gone all-out with a fully cooperative program.

QUESTION: *Are other appliance manufacturers merely giving lip service to LBE or are they going to give it real and active support? Do any of them have concrete plans ready for promoting LBE at the retail level in 1957?*

BOIAN: *In 1956 the objective of Live Better Electrically was only to announce the program to manufacturers and enlist their moral support, but on their own initiative a few of them formulated detailed programs for their segments of the retail trade. Many other appliance manufacturers are now devel-*

QUESTION: *What form should manufacturer participation take?*

Program, Mr. Boian

Dealer?

oping specific programs to promote LBE during 1957 and will announce these plans through their normal distribution channels.

Some of the support LBE got in 1956 was surprisingly extensive — particularly in view of the fact that many other manufacturers already had their advertising and promotion plans wrapped up by the time they first heard of Live Better Electrically. Westinghouse, for example, splurged with a series of consumer magazine ads and TV commercials during the political conventions.

Even though LBE has already gotten substantial evidence of real support from many of the most powerful names in appliances and television, Boian thinks that if the promotion is to attain its goals very nearly *all* manufacturers will have to participate. At this moment it looks as if most of them will.

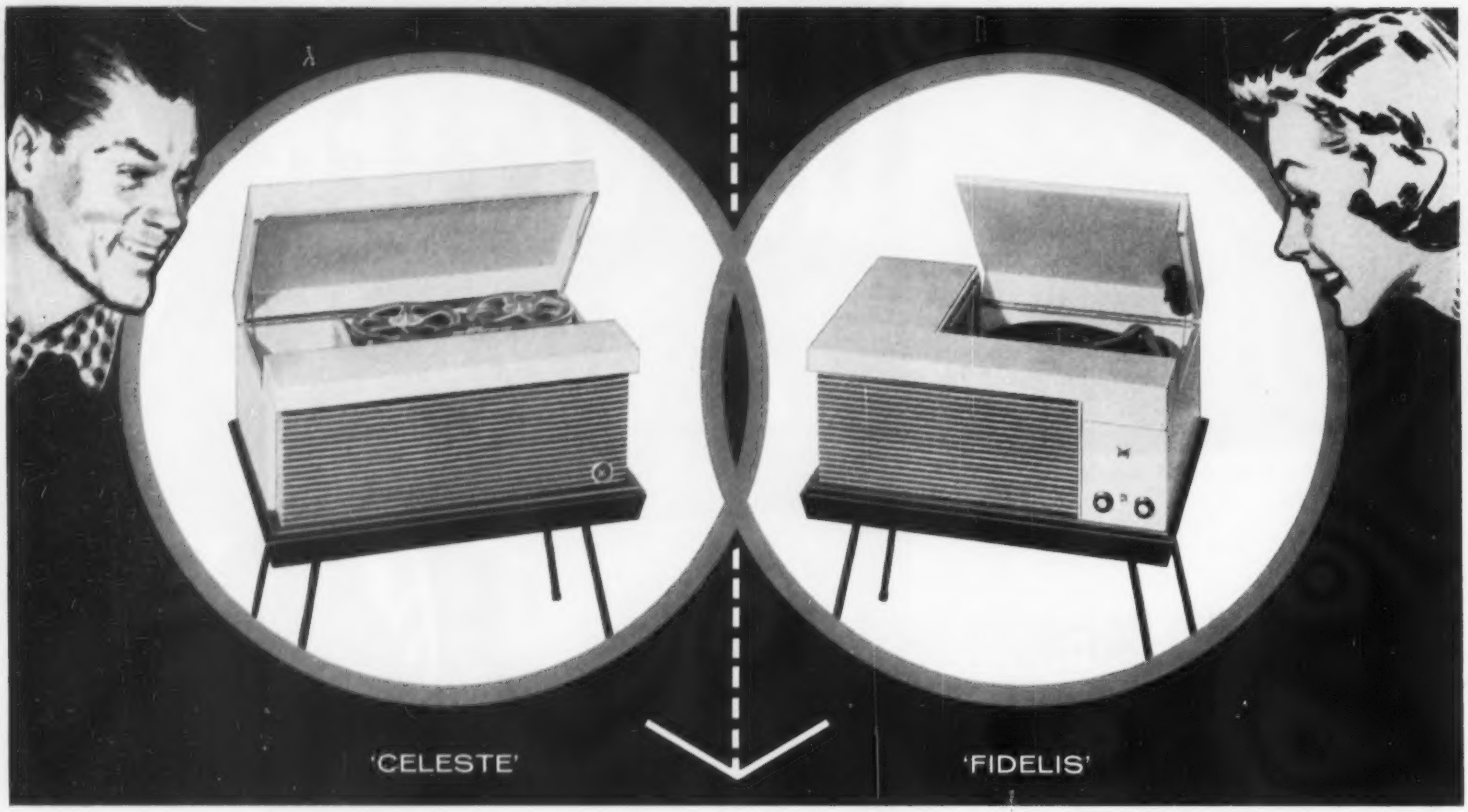
How actively or how well these other manufacturers will share in the effort is another criterion of its likely success.

QUESTION: *If LBE expects manufacturers to initiate and direct retail promotion, what form should this take?*

BOIAN: The LBE program does not pretend to dictate to manufacturers how to use the symbol and slogan in their own promotion. Ideally, the materials should be used more creatively than merely as drop-in elements in advertisements. Manufacturers will want to use their own ingenuity to make the symbol and slogan into a selling tool. Electrical living ideas can certainly be featured in

(Continued on page 299)

LBE manager R. E. Boian has spent a year selling utilities on the biggest promotion in the history of the electrical industry. Now he's ready to start selling the appliance industry—an activity that is certain to raise some of the questions asked in this interview



STOCKING STEREO COSTS YOU NOTHING WITH V-M MATCHING STEREOMATES . . .

. . . Complete Tape Recorder, Complete Hi-Fi Phonograph and Stereophonic, Too!

V-M, *first* to bring stereo to the at-home, mass music-lover market, today offers the *only* popular-priced, dual-purpose stereophonic equipment actually sales-proven over the counter, year after year. Yet, stocking *V-M* stereo doesn't cost you a dime. What's more, V-M enjoys an overwhelming consumer acceptance. Stocking V-M means profit and more of it. Sell V-M STEREOMATES together! They're terrific sellers separately, too! Sell one now, the other later! However you sell them, you'll be a lot of profit ahead with V-M!

V-M STEREOMATES . . .

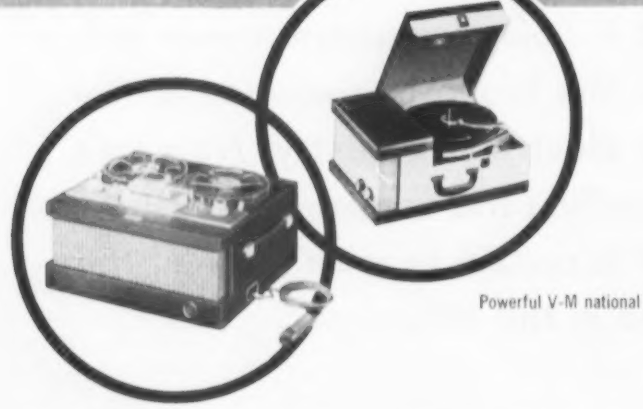
- Save Storage Space
- Save Display Space
- Save You Money
- Satisfy More Customers More

V-M TABLE MODEL STEREOMATES

'Celeste' Table Model Tape Recorder teams with the 'Fidelis'® Hi-Fi Phonograph or any other amplifier-speaker system to play stereophonic tapes. Optional legs convert both units to easy-to-sell consolettes.

'Celeste' is a complete, top-quality tape recorder. It has *three* hi-fi speakers, external amplifier and speaker jacks . . . all the top customer-wanted features. Styling matches 'Fidelis'. Model 750 in fine-furniture Blonde or Mahogany finish, $259.95 List*.

'Fidelis' is a smartly contemporary hi-fi table model with *three* speakers and exclusive V-M Siesta-Matic that protects hi-fi performance for years. Model 560: Blonde or Mahogany, $149.50 List*; Walnut, $154.50 List*; Ebony, $159.50 List*.



V-M PORTABLE STEREOMATES

A portable pair that sells people who like to take their stereo pleasure with them.

tape-o-matic® is a complete, professional-quality tape recorder with *two* speakers, external amplifier and speaker jacks . . . and all famous V-M features. Model 711 in two-tone gray, $209.95 List*. (Monaural Model 710, $189.95 List*.)

V-M Hi-Fi Portable is a distinguished and matching travel companion for tape-o-matic. It has Siesta-Matic, two speakers, and it plays everything on records. Model 556 in two-tone gray, $119.95 List*.

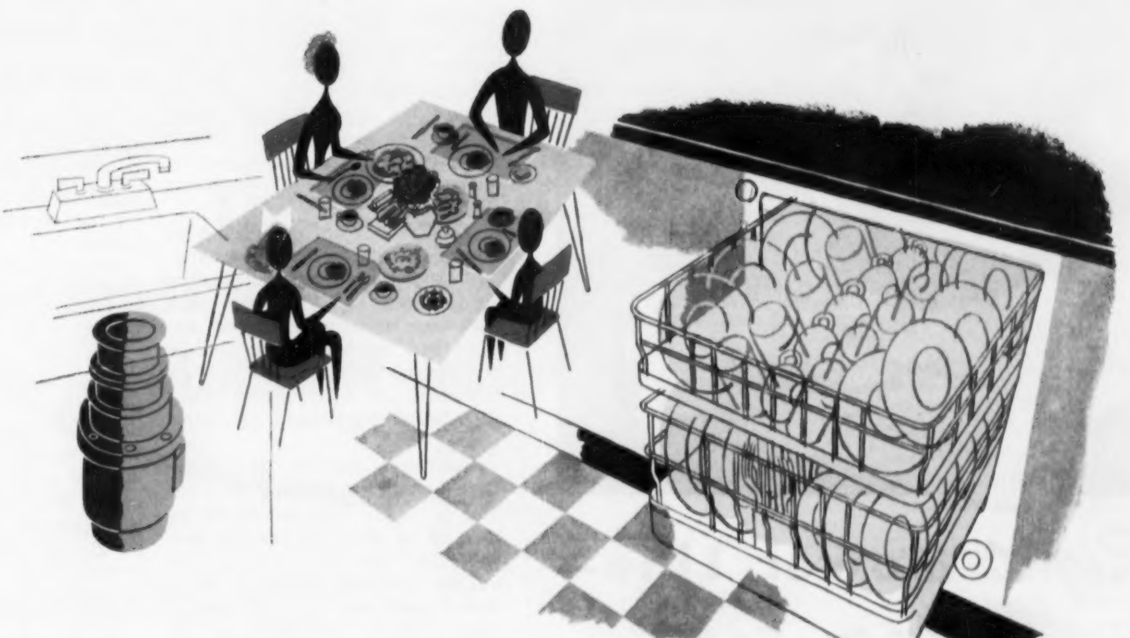
Powerful V-M national advertising pre-sells your customers. Tie-in for even more profit! See Your V-M Distributor Today!

*Slightly higher in the West.

the Voice of Music®

V-M CORPORATION, BENTON HARBOR, MICHIGAN • WORLD'S LARGEST MANUFACTURER OF PHONOGRAPHS AND RECORD CHANGERS

Dishwashers & Disposers



Dishwasher sales top $100-million for the first time in history as both appliances set new unit records. Further gains are expected in 1957, but builders will get half the volume

BRAND new sales records were established in 1956 by both dishwashers and disposers for the second year in a row and the most remarkable thing about them is that they will almost surely be broken in 1957.

ELECTRICAL MERCHANDISING's estimate of dishwashers sales is 400,000 units, 35.59 percent better than the 1955 record of 295,000 units. The only critical comment that can be made about this progress is that the gain wasn't as big, percentagewise, as the 37.2 percent gain made in 1955, although it was actually slightly greater in units.

For dishwashers this was the fourth straight increase from a 1952 low of 175,000 units. With an average price of $290, 1956 sales represent a retail value of $116,000,000—the first time, incidentally, that dishwasher sales have topped the $100-million figure.

Disposers, which have outsold dishwashers ever since 1950, didn't make as big a jump in 1956. But the 13.46 percent increase brought unit volume up to 590,000. At an average price of $110 (the lowest since World War II), that means a retail value of $64,900,000.

Reasons for a Rush

The same factors which were responsible for the sales upsurge in both these appliances in 1955 were at work again in 1956. So remarkably effective have they been that the *Wall St. Journal* of November 20 attempted to analyze some of the basic causes, concluding that, for dishwashers, they were (1) low saturation, (2) stepped up merchandising efforts, and (3) new models and detergents. The paper also pointed out that most housewives have already bought such things as automatic washers and, with plenty of money to spend, are looking around for the next logical work-saving device.

Manufacturers themselves offer some different reasons. Hotpoint, for example, attributes the increase to (1) "consumer and dealer acceptance of portable models which opened the door to thousands of dishwasher sales which would not have been made with permanently installed models," (2) "the increased number of higher priced homes which builders, to make these homes more saleable, equipped with dishwashers," (3) "growth of consumer acceptance," and (4) "the trend to lower prices of leader models advertised in 1956."

Another maker also attributes it to portable models, rising consumer acceptance and use by builders.

Role of the Portable

Apparently the portable dishwasher (also called the roll-around or mobile) is responsible for more of the increase than some manufacturers would have predicted a year ago. Of course, makers' opinions on the portable (*Continued on page 298*)

THREE YEAR SALES SUMMARY — Dishwashers

	1956	1955	1954
Units Sold	400,000	295,000	215,000
Average Retail Price	$290	$306	$300
Retail Value	$116,000,000	$90,270,000	$64,500,000
	Jan. 1957	**Jan. 1956**	**Jan. 1955**
Homes Owning	2,201,000	1,838,000	1,572,500
Homes Without	45,214,000	44,162,000	43,204,500

Everything Adds Up to a Record 1957

CONTINUED FROM PAGE 104

More money to spend

With business carrying the economy to new highs, the consumer is expected to prosper also. And prosperous consumers provide a ready market for appliances. According to a recent survey by the Survey Research Center in Michigan, consumer optimism has never been higher.

This feeling of well-being is created by the fact that consumer income has never been higher. And because of this, consumers have also accumulated more savings than they've ever had—while at the same time making bigger repayments on their debts. Thus their financial position is extremely good.

Consumer income after taxes should reach a whopping \$300-billion in 1957. This would be an increase of about \$15-billion over last year. Thus there is good reason for consumer optimism. With such a great increase in incomes it seems unlikely that there will be any cut in personal income tax rates this year. Instead, the Administration will try to balance the budget and reduce the federal debt. This position would be reversed if there were a serious downturn in business—which now seems an unlikely prospect.

The Michigan Survey also pointed out another fact significant to appliance dealers: There is no such thing as saturation of demand for a particular product by consumers. As long as consumers feel well off, they continue to want more goods and better goods. They want to upgrade their standard of living as much as their incomes—and credit rating—will allow.

Retail sales should go up

Thus, consumers are expected to spend a total of \$280-billion for goods and services this year—a rise of approximately \$15-billion over 1956. And of their total expenditures, about \$36.3-billion will be for durable goods—cars and appliances.

The rest of their spending will be for nondurable goods and services. Nondurable goods should account for about \$138.5-billion, and services should amount to \$98.7-billion.

This should push total retail sales up another five percent in 1957. With 1956 Christmas sales breaking all records, this would make 1957 a good year indeed.

What they can't or don't want to buy for cash, consumers will get on credit. Last year total consumer credit outstanding hit an alltime high of over \$40-billion. There is every likelihood that consumers will continue to push the amount on the cuff still higher during the coming year. Installment credit has become an accepted method of consumer financing.

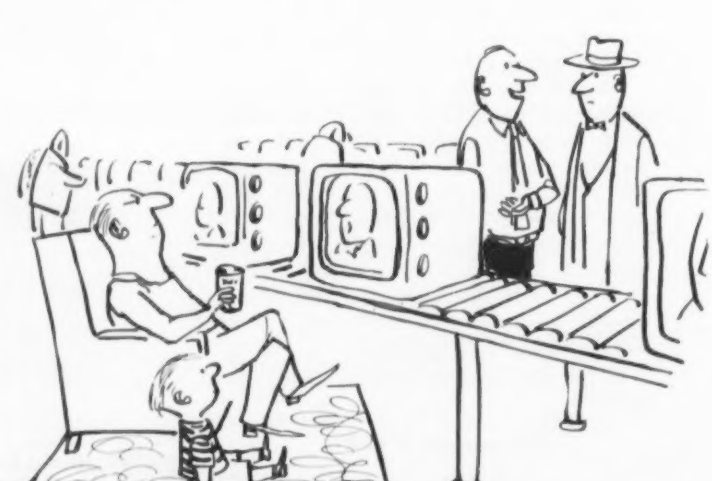
At the same time that consumers are spending so freely, they are also tucking away money for a rainy day. Last year consumers were saving about seven percent of their income—compared with only six percent in 1955. But with consumer incomes rising, it is expected that consumers will continue to put away about seven percent of their income during the coming year.

In the unlikely event of a decline in consumer income, the consumer has money in the bank to draw upon to continue repayment on installment purchases and only temporarily interrupt his saving.

More people to buy

In addition to these plus factors for the economy, there is the additional factor that there will be

(*Continued on page 132*)



"AND THIS IS OUR FINAL TEST DEPARTMENT!"

for '57 . . . .

capitalize on Speed Queen **DEPENDABILITY**

to increase your sales and profits!

This Speed Queen is the most dependable and trouble-free automatic washer you can buy!

- Bowl-Shaped **Stainless Steel Tub** — Guaranteed for a lifetime.
- **All-Porcelain Drain Tub** — Assures complete rust-proof protection to washer interior.
- **Double Ball Bearing Assemblies** — Give solid support to spin tube shaft, top and bottom.
- **Fluid Drive** — Eliminates friction and mechanical strain. Prevents off-balance spinning.
- **Arc-cuate Drive Transmission** — Guaranteed for 5 years.

Plus

Automatic Lint Remover

Operates automatically- no screen to remove, no attention required.

With the increasing number of automatic appliances playing a daily role in modern living, *cost of upkeep* has become a major item of user concern.

That is why the assurance of DEPENDABILITY is one of your most powerful automatic washer sales tools . . .

. . . IF you've got it!

And your best answer to that big IF is *Speed Queen* . . . America's best-built, most dependable automatic washer.

SPEED QUEEN, A Division of McGraw Electric Co.
Ripon, Wisconsin

SPEED QUEEN ®

Visit Space 11-103 – Mdse. Mart, Chicago

The Royal Pair

UNIVERSAL'S 5 BIG SPECIALS TO

Spring Selling Spree gives you a honey

UNIVERSAL *Coffeematic*

the Bargain that brings 'em in!

America's No. 1 Coffeematic is a bargain at any price. Chrome on solid copper for quality, automatic convenience without an equal and styling that makes every other a "last year's model." Stock the Universal Coffeematic that sells on sight.

From $26.95

UNIVERSAL *Automatic Toaster*

Add to your profit with 1 FREE for every 12 you buy!

Boost your profit margin on every toaster with this Baker's Dozen Deal. Companion to the famous Coffeematic, fast toasting with Reflector-Control that toasts any bread to the same degree without adjustment. It's featured to please and priced to sell.

Only $19.95.

UNIVERSAL *Steam 'n Dry Iron*

BONUS-EXTRA DEAL! 1 FREE with every 12 you buy!

Here's your chance to boost your profit on every one you sell. Featured to do better, faster, easier ironing with big over-all steam pattern, Jiffy-Switch change from steam to dry and the switchover cord for left handers. **Only $16.95.**

Universal is "laying it on the line" this Spring to make more sales . . . more profits for every dealer carrying Universal housewares. And we're letting every consumer *know* you've got these specials with a barrage of ads in top national magazines starting with a big double-page spread in the April 2 issue of LOOK, on the stands March 19. Be sure you're stocked up with a full line—put 'em out front, and watch that Spring Selling Spree take hold.

of a promotion . . .

SWEETEN YOUR SALES!

UNIVERSAL *Automatic Frying Pan*

get fast turnover with a
FREE $3.00 COVER
and a new low price of $22.95

Offer this big 11½-inch automatic frying pan for only $22.95 with the cover it needs, FREE. Here's a package price that beats 'em all. Universal gives you all the frying pan features that women look for, including accurate controlled heat and with sealed-in unit that lets *pan and controls* be immersed for easy washing. Here's a bargain you can bank on to bring in customers and sell 'em quick. Stock up now.

Famous Triple
$9.95 DAZEY ICE CRUSHER
FREE!
with every
UNIVERSAL *Mixablend*

A sure-fire bargain no one will pass up. They save $9.95 on this perfect combination . . . you double your sales. Stock up now for the summer drink season ahead. Put it out front now—housewives will want this big extra value. A UNIVERSAL MIXABLEND, the handiest helper you can own PLUS the famous DAZEY TRIPLE ICE CRUSHER—FREE!
A $57.90 value for only $47.95.

Make More in '57....
GO UNIVERSAL!

UNIVERSAL
LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

A Record 1957

CONTINUED FROM PAGE 128

more consumers around as the year goes on. By the end of 1956 total population was over 169 million. With the current rate of births population should increase another 1.5 percent in 1957.

New members will be added to the labor force too—although at a slower rate because of the low birth rates during the '30s. Additions to the labor force have averaged about 800,000 in the past few years and should amount to around this figure this year.

With new people coming into the labor force and with continued increases in productivity (more efficient utilization of labor and machines) the prospect is that unemployment might increase slightly in 1957. In the final months of 1956 unemployment dropped below 2-million for the first time in three years. However, this level will be difficult to maintain, particularly in view of seasonal layoffs in some industries.

Thus, all kinds of consumers are expected to prosper—even the farmer. For the first time since 1951 farm incomes showed an increase—rather than a decline. Current estimates indicate that net farm income in 1957 may be up as much as five percent. The prospect is for improvement in the one element of the economy which has been consistently gloomy for the past five years.

And because farm income has been down for so long, farmers should have a backlog of demand for goods—TV sets, radios, freezers etc.

With the businessman and the consumer looking to a record year ahead, the other important element in the economic picture—government spending—can also be expected to push higher on federal, state and local levels.

Government spending in 1956 amounted to \$79.5-billion. It is expected that the various governments will spend an additional \$4- to \$6-billion during the coming year. Federal defense expenditures are rising, and state and local governments—spurred by the new highway program—will put more into construction. Thus the government, too, will be helping to sustain a high level of economic activity.

The outlook for the economy in general, and for appliance dealers in particular, is strong for the year ahead. Increasing sales of such growth products such as hi-fi, color TV and air conditioners, together with sales of the old standbys, should add up to total sales of appliances amounting to approximately \$9.0-billion in 1957. It would amount to a gain of \$600-million over this year. *End*

NOW for 1957

WESTINGHOUSE TV

uncorks a mighty

1

2

PUNCHLINE!

. . . the selling-line you can use

to close more TV sales!

1

For the profitable "second set" market...

WESTINGHOUSE

PERFORMS AND SEL

TOP PERFORMANCE EVEN IN DISTANT AREAS!

INTERFERENCE-FREE PICTURES IN "DIFFICULT" NEIGHBORHOODS!

BRILLIANT CONTRAST FOR DAYLIGHT VIEWING!

No other Portable TV is so easy to sell! Here's the one Portable TV you can literally "sell on sight!" In side-by-side tests your prospects can *see* it has all the brilliance and contrast of a full 21" console—*no weak, washed-out, fuzzy pictures!* In side-by-side tests they can *see* its outstanding "Taper Trim" styling by Raymond Loewy! *And*, look at all these other quality selling features too!

- Full picture power for maximum brilliance!
- *Full* "big set" tube complement—nothing left out!
- Silver Safeguard Chassis—80% printed circuits!
- Cool horizontal chassis—easiest to service, lasts longest!
- 90° Aluminized picture tube!
- Lightweight all aluminum cabinet!

WESTINGHOUSE PORTABLE TELEVISION

14-inch over-all diagonal, 105 sq. in. viewable area.

14T170: Smoke Gray

14T171: Turquoise & Sand

14T172: Terra Cotta & Sand

SE PORTABLE TV

SELLS WHERE OTHERS FAIL!

WESTINGHOUSE PORTABLE TELEVISION
17-inch over-all diagonal, 141 sq. in. viewable area.

ONLY PORTABLE TV STYLED BY RAYMOND LOEWY! . . . famous for pace-setting automobiles, furniture and interior design. Striking "Taper-Trim" design is a totally new concept in portable television styling and beauty!

nd

17T175: Smoke Gray

17T176: Turquoise & Sand

17T177: Terra Cotta

. . . and! for your biggest profits of all!

2

For record-breaking "big set" sales...

NEW WESTINGHOUSE I

gives 22% MOR

Every 1957 W

sends! Actuall

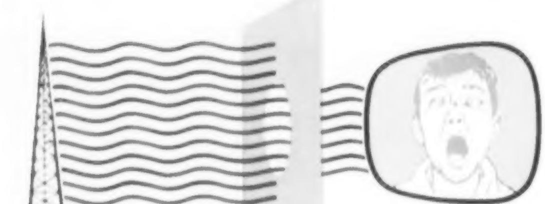
pin-point sharp

Now! You can
wants—a sharp
FCC standards,
band signal. To
every 1957 Wes
amazing "Broad
show prospects

NEW! PUSH-

JUST A TOUCH
quietly, instant

WESTING
controls
fine tune
Availabl



ORDINARY "NARROW BAND" SETS

aren't engineered to reproduce full wide band signal station transmits. Note blurry detail, harsh whites and blacks with few "middle tones."

WESTINGHOUSE "BROAD BAND" TV

is built to reproduce everything the TV stations send! See crisp, sharp detail. Full range of "middle tones" add new life-like realism.

EXCLU

SILVE

The mos
with 90°
design h
anchore
and moi
set life,
show, m

SE BROAD BAND TV
MORE PICTURE DETAIL!

ry 1957 Westinghouse set is engineered to receive ALL the TV station ls! Actually reproduces 22% MORE detail for clearer, crisper point sharp pictures!

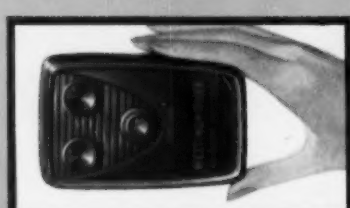
Now! You can offer a feature *every* TV prospect wants—a sharper, more detailed picture! To meet FCC standards, TV stations transmit a full wide band signal. To *receive* all of this wide band signal, every 1957 Westinghouse set in the line has amazing "Broad Band" reception! Now you can show prospects pictures that are breathtaking in their realism—pictures ordinary "narrow band" sets simply *can't* reproduce! Detail that's pin-point sharp instead of blurred! Tones that are beautifully modeled instead of harsh and contrasty. But, that's only the beginning! Westinghouse 1957 TV features every advance known today to give you the hottest line in TV history!

V! PUSH-BAR POWER TUNING... PUSH-BUTTON "ON-OFF"

JUST A TOUCH AND WESTINGHOUSE POWER TUNING CHANGES CHANNELS quietly, instantly . . . by-passes unused channels automatically!

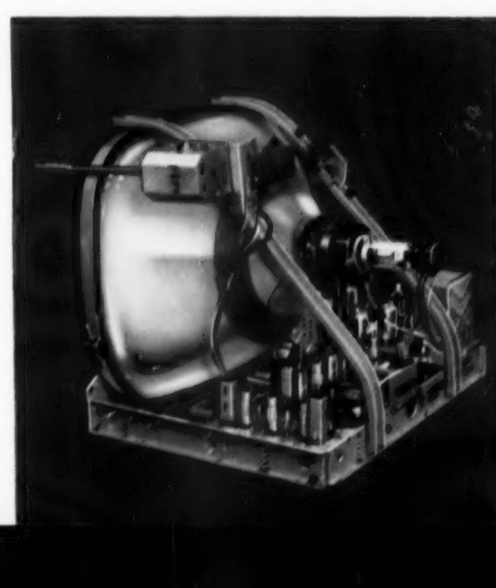
NO FIDDLING WITH VOLUME every time you turn set on. Operates independently of Volume Control. Just push, it's "on" . . . push, it's "off!"

WESTINGHOUSE REMOTE TUNING... controls volume, changes channels, fine tunes from any place in the room. Available as an optional accessory.



EXCLUSIVE WESTINGHOUSE SILVER SAFEGUARD CHASSIS!

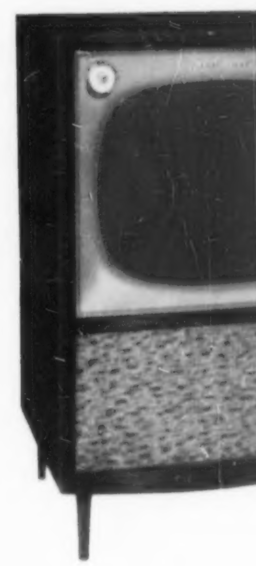
The most dependable, trouble-free chassis in television, with 90° Aluminized Picture Tube. Advanced horizontal design has over 80% of wiring and circuitry firmly anchored in gleaming metal. It's immune to heat, vibration and moisture—can't wear out or burn out, assures longer set life, new freedom from service! Gives you more to *show*, more to *sell* than any other set on the market!



New "Short Line' ...only the fastest-selling models...built-in step-ups... no inventory headaches!

Featuring for

WE



THE ALDINE: Striking Consol Band" reception . . . Push-I Mahogany (Model 21K186) (Model 21K187) Grain Finis

IL!

TV station
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1957 TV
give you

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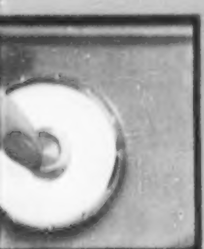


WITH VOLUME
u turn set on.
ependently of
trol. Just push, it's
h, it's "off!"

New "Short Line'
...only the
fastest-selling
models...built-in
step-ups...
no inventory
headaches!

THE BELMONT: Sales-Starting Table Model with "Broad Band" reception . . . Push-Button On/Off. Mahogany Finish. (Model 21T180).

THE CLAREMONT: Gleaming Table Model with "Br Band" reception . . . Power Tuning . . . Push-But On/Off. Mahogany (Model 21TR181) or Limed-((Model 21TR182) Grain Finish.

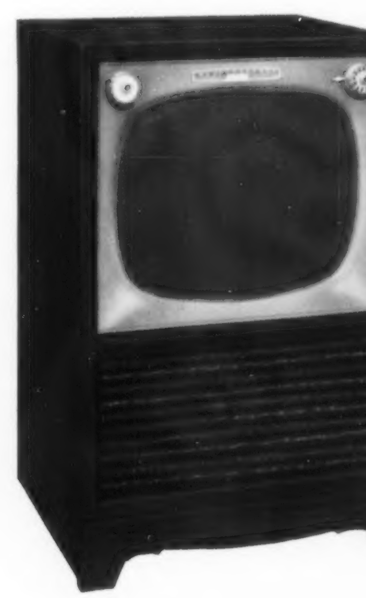
Featuring for today's more compact, functional living...

WESTINGHOUSE "SLIM

Brilliant new table models and conso

THE ALDINE: Striking Console with "Broad Band" reception . . . Push-Button On/Off. Mahogany (Model 21K186) or Limed-Oak (Model 21K187) Grain Finish.

THE ARDMORE: Luxurious modern console with "Broad Band" reception, Power Tuning, Push-Button On/Off. Rich Limed-Oak Grain Finish (Model 21KR189).



THE FRANKLIN: Dazzling "Slim-Trim" Co sole with "Broad Band" reception . . Pow Tuning . . . Push-Button On/Off. Mahoga Grain Finish (Model 21KR188).

...le Model with "Broad ...ning . . . Push-Button ...TR181) or Limed-Oak

THE MELROSE: Deluxe Table Model with "Broad Band" reception . . . Power Tuning . . . Push-Button On/Off. Mahogany (Model 21TR183) or Limed-Oak (Model 21TR184) Grain Finish.

Now, Westinghouse, in keeping with today's trend to smaller, more functional furniture styling, sets a new pace in television design. Lower, slimmer, smaller cabinets that fit tastefully into any room decor.

. . .

...LIM TRIM" STYLING!

...dels and consoles ... over-all diagonal, 243 sq. in. viewable area.

THE BUCKINGHAM: Value-packed Console with "Broad Band" reception . . . Push-Button On/Off. Mahogany (Model 21K185) or Limed-Oak (Model 21K194) Finish.

...zling "Slim-Trim" Con-... ...nd" reception . . Power ...tton On/Off. Mahogany ... 21KR188).

THE BEVERLY: Console Beauty with "Broad Band" reception . . . Power Tuning . . . Push-Button On/Off. Honey Walnut Finish (Model 21KR190) or Maple Finish (21KR191).

YOU CAN BE SURE... IF IT'S Westinghouse

Television — Radio Division, Metuchen, N. J.

When Appliances Sell Best

CONTINUED FROM PAGE 109

original group of 16 (1951) to a total of 32, a 100 percent increase. The figures which are charted are thus strengthened numerically, and because of the fact that many of the newly reporting power companies supply major service areas, reported sales figures are in proportion. Included among the latter are Commonwealth Edison (Chicago) and Dayton (Ohio) Power and Light. A complete listing of the reporting utilities broken down by United States regional areas will be found elsewhere on this page, a study of which will convey to the reader the national characteristics of the overall charting.

Since the inception of the study in 1951 two questions have repeatedly arisen. How are these figures arrived at; and how accurate are they? It is important to recognize that the chartings do not represent an industry total. They are computed from the reports of the 32 utilities as already outlined. These utilities report their own monthly sales (if they merchandise), dealer sales in the territory they serve, or both. While the figures are admittedly not all inclusive, the power companies in this year's study service portions of each of the nine geographical subdivisions of the United States, and report on 10 to 20 percent of total industry sales, depending on the particular appliance. To illustrate, total sales of ranges during 1955 amounted to 1,600,000 units. Thirty utilities in the attached charting reported sales, month by month, totalling 306,315 units, or 19.1 percent of the year's sales.

The Season for Majors

Comes the chill blast of winter weather and consumer resistance to the purchase of a refrigerator or freezer increases proportionately. ELECTRICAL MERCHANDISING's study revealed that during 1955 refrigerators sank to 6.37 percent of the year's sales total during February while freezers registered a low of 6.55 percent for this same month. Refrigerator sales started to spark in early spring with sales rising to 8.87 percent of the year's total during May, continuing upward to 9.78 percent in June, and climaxing with a high point of 11.09 percent during July. Freezers showed similar activity on the dealer's mid-summer ledger sheet peaking at 10.81 percent in July, leveling off to 10.63 percent in August, and maintaining a relatively high period of sales activity throughout November. For the September, October and November period freezers showed 25.83 percent of annual sales for the year.

Electric ranges, both standard and built-in types could be counted on to show a slight sales pickup during early spring and midsummer with a total for the months of May through August 35.12 percent. Demand for ranges throughout the year remained relatively stable at no time falling below 7 percent, an indication of their importance as a bread-and-butter appliance in the dealer's inventory.

Still another major aid to the homemaker, the washing machine, followed a fairly even sales plateau during 1955 with percentages ranging from above 7 percent to just under 10 percent for the twelve month period. Greatest consumer demand occurred in the fall, 27.74 percent, during the months of August, September and October.

Autumn's entrance upon the sales scene brought with it an increasing consumer interest in the clothes dryer. September saw the start of this trend, 9.50 percent of the year's sales concluded during this month alone, and the total rising rapidly through the following months to climax at 14.44 percent in December. Sales during this four month period accounted for nearly 50 percent (49.73) of annual sales. Low point for the dryer occurred in the summer months when the housewife's task of facing up to an outdoor clothesline did not pose such a grim prospect.

The Personal Comfort Group

Appliances dedicated to the job of bringing seasonal comfort to the buyer quite naturally followed a pronounced high-low cycle in their sales. Electric blankets, gathering dust on dealer's shelves in June, July and August (4.69 percent), picked up speed as the weather turned colder and found their biggest sales vogue in December, when 34.06 of '55's sales were made. Aside from the weather consideration attached to purchase of an electric blanket, this high point made it amply evident that this was an appliance highly thought of for gift-giving.

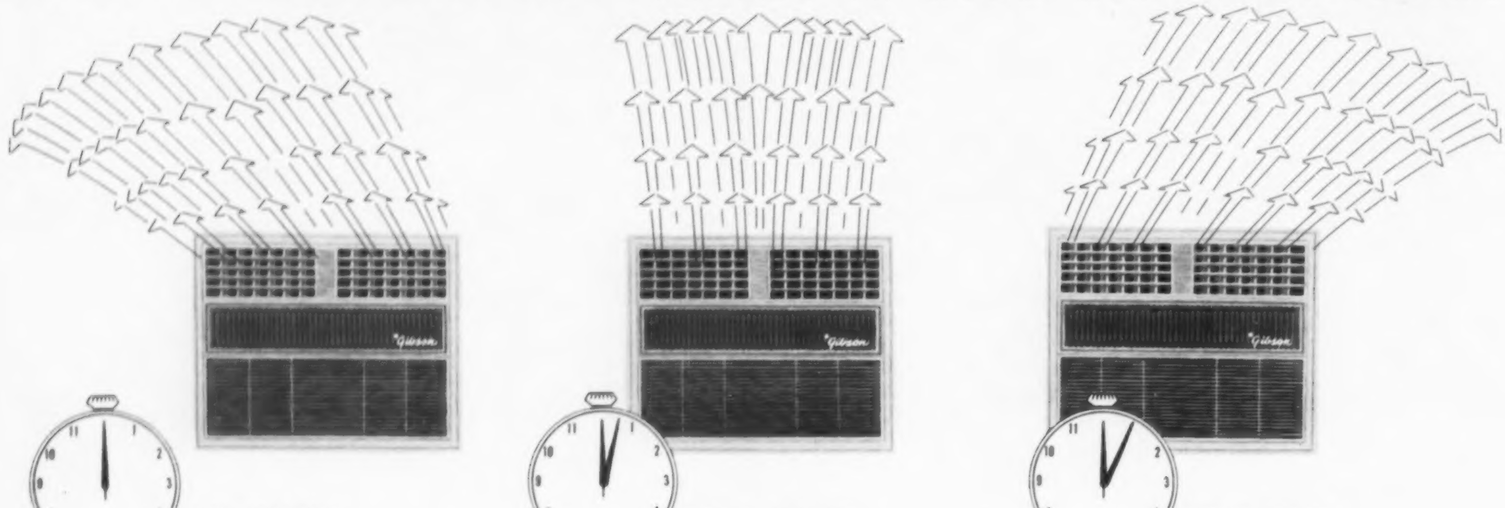
Weather also played a large part in determining the sales season for air conditioners. Early birds were buying as early as May, 12.77 percent of annual sales, and peak periods as determined by the study indicated percentages of 14.99 percent in June and 28.24 percent in July. Cumulative sales total for the period May through August amounted to an impressive 70.47 percent.

Among the other major appliances ironers and dishwashers found greatest favor during December, and sold at relatively stable planes for the balance of the year. The former rose to a sales level of 13.11 percent during that month; the latter

(Continued on page 144)

5 SECOND DEMONSTRATION

SELLS THE SWEEPING NEW CHANGE IN ROOM AIR CONDITIONING



0:00 SECONDS . . . Gibson automatic Air-Sweep louvers at full right. Outside manual louvers may be adjusted up or down.

0:02½ SECONDS . . . Air-Sweep louvers snapped at mid-point in their sweeping motion.

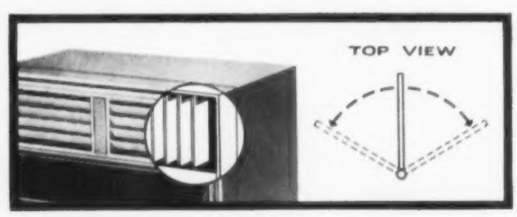
0:05 SECONDS . . . full sweep completed! Louvers make 12 side-to-side sweeps per minute.

Gibson automatic Air-Sweep

EASIER TO SELL WITH MORE TO TELL

- 17" Trimline Design fits *all* windows—flush inside or outside without unsightly overhang.
- Dust Magnet electrostatic filter. Magnetically attracts pollen and dust as tiny as 1/25,000th of an inch. Permanent and washable.
- Low-Amp Models use regular household circuit current, take only 7.5 amps.
- Automatic Thermostat standard on all models.
- Hushed Whisper quiet inside and out due to efficient twin wheel-type blowers. Gives super jet cooling.
- High Power Factor delivers more cooling per kilowatt.
- Pushbutton controls for quick selection of cooling and ventilating speeds.
- Dehumidifies up to 8 gallons of moisture per day.
- Sliding Panel converts from maximum cooling to maximum dehumidification.
- All Trimline Models with Fresh Air intake feature—outside air filtered before entering room.

Yes, the first 5 seconds show your customers the most sweeping change in air-conditioning history! Exclusive automatic Air-Sweep ends the "closed-in, closed window" feeling . . . keeps air in constant draft-free circulation . . . increases cooling capacity . . . speeds cooling time from a "hot room" start. With Gibson you sell air that's fresh as all outdoors, converting air-conditioning "objectors" into "takers"—and making old installations obsolete.



EXCLUSIVE AIR-SWEEP ACTION!

Separate Oscillator motor drives louvers—sweeping side-to-side continuously, automatically. Can be stopped in any position when desired. Finger-tip bar adjusts outside louvers to any position up or down.

MORE PROFITS TOO!

Faster selling is only half of your profit story. Gibson's factory pre-assembly and removable chassis lets your men install more than *twice* as many units per day by actual time-study tests. All electrical service in front and complete chassis removal without touching window mounting!

Go independent...

Go **Gibson**®

Gibson Refrigerator Company
Greenville, Michigan

DIVISION OF
HUPP
CORPORATION

See Gibson's new 1957 line at SPACE 11-102 Merchandise Mart

When Appliances Sell

CONTINUED FROM PAGE 141

achieved a figure of 10.76 percent.

Service Appliances and the Holiday

High volume sales of such housewares as coffee makers, mixers and toasters have all proven to be matter of course during the pre-gift giving Christmas season. Mixers, as an indication of their popularity for Mom's Xmas stocking sold 42.81 percent of their yearly volume during November and December, 31.25 percent during the latter month alone.

Coffee makers, following their traditional pattern through the six years of the study rose to 26.09 percent in December with a low point in July. Toasters started their yearly sales climb in September (7.57 percent), moving briskly forward to December's 26.23 percent and ascribing sales during the four months period of a healthy 52.03 percent. Balance of the year hewed to a relatively stable percentage of between 5 and 7 percent.

The Entertainment Media

With the summer dearth of top flight shows on television, sales of this commodity slumped badly. Nineteen fifty-five's study, following the traditions of the earlier years showed sales for the months of May through July at a low 17.23 percent. Fall, shortening daylight hours, and a new entertainment season brought a sharp sales spurt; 44.82 percent of all television sales were concluded in the four months of September through December, 14.27 percent in the latter month alone.

Radio, a prime gift for the home at Christmas, made its mark during December with 22.22 percent of its 1955 sales. Low point during the year occurred in February, when only 5.87 percent of the reported sales were concluded.

It is important for the reader to realize that in any study of monthly sales over the breadth of the continental United States certain regional buying mores, area wide weather conditions, and similar localized buying pressures must be considered. Air conditioners for example will be requested earlier in the southern areas of the country; conversely electric blankets will find favor in northerly climes at a more advanced date than in other areas. Because of this factor the nationwide character of the reporting utilities as a sales bellwether cannot be stressed too strongly. Nine of the utilities reporting in 1955 were from the East; 3 from the Middle West; 9 from the South; 5 from the South-West and 5 from the Far West. The figures which are shown in the attached chartings can thus be fairly said to represent the norm for the country. *End*

1956 FLOOR POLISHER VOLUME MADE SALES HISTORY! GET YOUR SHARE IN '57!

MORE PEOPLE ARE BUYING MORE POLISHERS THAN EVER!

MORE PEOPLE ARE SEEING MORE *General* ADS THAN EVER!

American Motel
American School & University Annual
Banking
Better Maintenance
Business Week
Catholic Bldg. & Maintenance
Factory Mgmt. & Maintenance
Hotel Management
House Beautiful
Institutions
Institutions Catalogue Directory
Living—in 4 Colors
Modern Hospital
Modern Sanitation
Nation's Business
Nation's Schools
Newsweek
N. Y. Times Magazine
Sanitary Maintenance
Saturday Evening Post—in 4 colors
School Executive
Thomas Registrar
Time

MORE RETAILERS ARE SELLING MORE *Generals* THAN EVER!

AND *General* OFFERS THE INDUSTRY'S BIGGEST PROFITS!

Be sure to see General's new *Lightweight 13" Single Brush Commercial Floor Machine* (not pictured) and all the others, at the

- HOUSEWARES SHOW . . . Booths 836–838 . . . Jan. 17-24, Navy Pier, Chicago . . . or visit our New York showroom, or mail coupon!

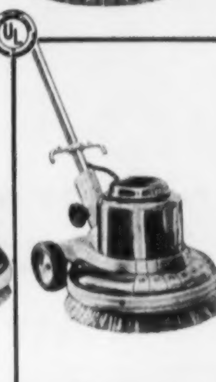
General FLOORCRAFT, INC. 421 Hudson Street, New York 14, N. Y.
Established 1930

Domestic Floor Polishers • Industrial Floor Machines
Commercial Vacuum Cleaners • World's Most Complete Line

General **FLOORCRAFT Offers America's Most Complete Line Of Floor Polishers And Floor Maintenance Equipment!**

GENERAL Twin-12 Deluxe
Nothing finer!

The New GENERAL T-16B
Twin 16 inch brushes.



The New
GENERAL KR-16
Extra Heavy Duty
—16 inch brush.

GENERAL K-16
Extra Heavy Duty
—16 inch brush

GENERAL Wet and Dry E-CON-O-VAC COMMERCIAL VACUUM CLEANER —55, and 66

For DEALtails, see us or mail the coupon! Don't "stand pat." Play your cards right and say, *"I'll see you—I want some of that new Floor Polisher volume."*

Deal Me In! Send complete General information.

☐ I'm a Distributor
☐ I'm a Dealer

Name__________

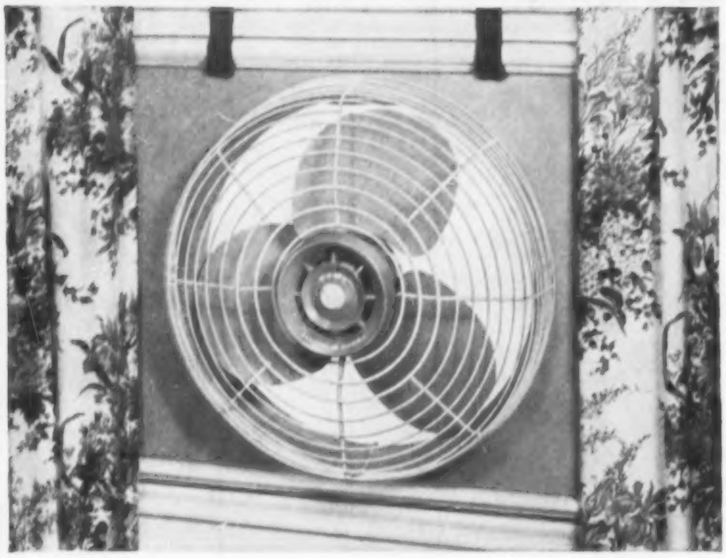
Street__________

City__________ State__________

Buyer's Name__________ EM-1

GENERAL ELECTRIC FANS ...WILL SELL EVEN

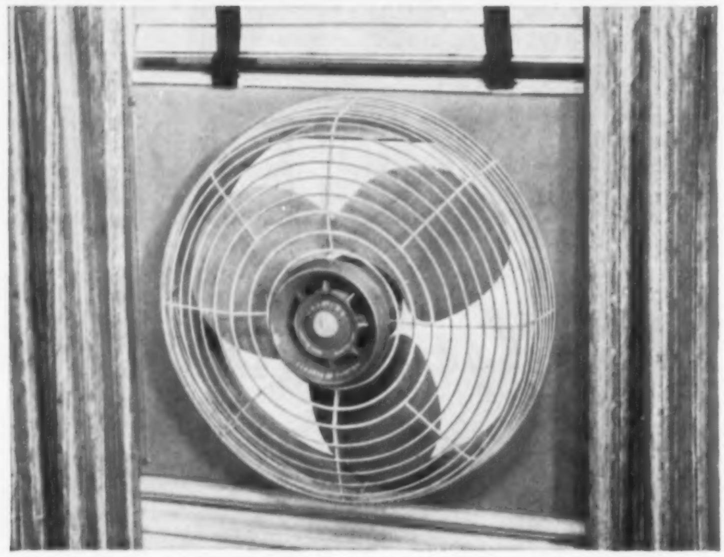
WINDOW FANS—LEAD ALL OTHERS IN DOLLAR VOLUME!



Powerful 20" Exhaust Fan—W-2

- *3 speeds*
- *Convenient controls*
- *Adjustable*
- *Rain-proof motor*

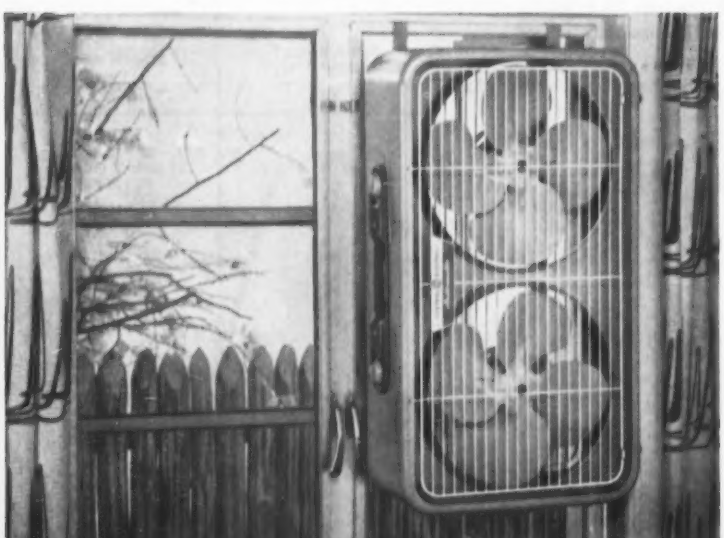
$39.95*



Electrically reversible 20" Window Fan—W-3

- *6 speeds (3 intake—3 exhaust)*
- *Adjustable*
- *Rain-proof motor*

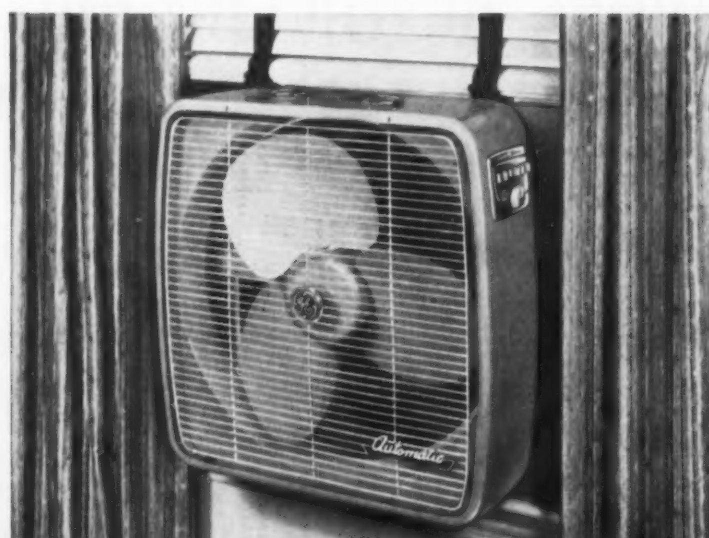
$49.95*



Portable Twin-Fan Ventilator—T-3

- *Fits casement or sash windows*
- *Reversible*
- *Automatic thermostat control*
- *3 speeds*

$59.95*



De luxe Automatic Window Fan—W-4

- *Electrically reversible*
- *Portable*
- *Automatic thermostat control*
- *Pushbutton panel. 3 speeds each way*

$69.95*

Promote General Electric Fans for fastest turnover AT FULL PROFIT!

*Manufacturer's recommended retail or Fair Trade price.
'General Electric Company, Automatic Blanket & Fan Dept., Bridgeport 2, Conn.

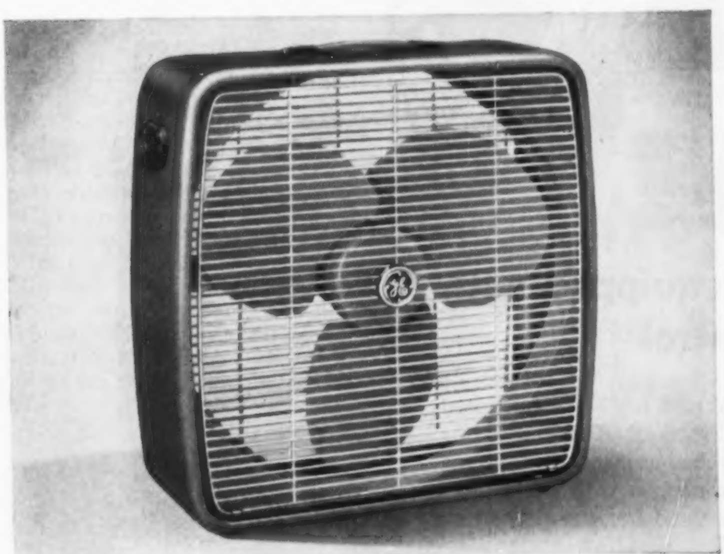
SOLD OUT FIRST IN 1956
FASTER THIS YEAR!

General Electric has the "most wanted" fan line in the industry—most wanted by consumers—most wanted by dealers because they sell out first.

You're just not in business this year unless you display, promote, sell your best bet yet—General Electric's *proved-successful* line!

5-YEAR WRITTEN WARRANTY

is your assurance of repair or replacement of any part which proves defective in material or workmanship.



New! Special! Promotional Model Portable 20" Fan—W-6

- ★ *Portable—use on floor or in window*
- ★ *Ventilates and circulates*
- ★ *3 speeds*
- ★ *Safety designed*

$39.95*

FOR HOME AND OFFICE

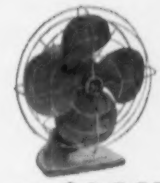
N-1

LOW-PRICED FAN

$9.95*

★ *Modern design*
★ *Tilts to any angle* ★ *Quiet, sturdy*

FAMOUS OSCILLATING FANS



10" S-107 $17.95*

12" S-125 $29.95*

16" V-163 $54.95*

- ★ *For wall or table*
- ★ *Quiet—rubber mounted*
- ★ *Oscillates or not at the twist of a knob*

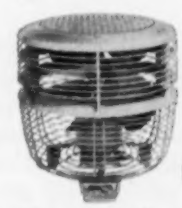
POWERFUL SPECIALTY FANS

$29.95*

A-2

New All-Purpose Fan

- ★ *Broad, powerful air stream*
- ★ *Modern, safe design*
- ★ *Versatile*



$59.95*

F-3

Hassock Fan

- ★ *2 Fans in 1*
- ★ *Cools entire room*
- ★ *3 speeds—Safety design*
- ★ *Rugged construction*

$59.95*

P-2

New! Roll-Around Fan

- ★ *New sturdier design*
- ★ *Powerful 20" fan*
- ★ *Adjustable from 45" to 62"*
- ★ *Tilts full 360°*
- ★ *Three speeds*

Progress Is Our Most Important Product

GENERAL ELECTRIC

Trade-In Market

CONTINUED FROM PAGE 115

sales are easy. If they resell a high percentage it indicates a tight-money market, or a competitive concentration on improving a weak profit picture. If they are stuck with a lot of trade-ins on hand it is probable that they have to take trades but are having difficulty moving them.

Table 5 gives the picture for 1956. With the exception of water heaters, ironers, dishwashers, and television there were few important changes in the percentages of trade-ins junked and television was the only one of these to show an increase. With the exception of water heaters, ironers and dryers, there were no significant changes in the percentage of appliances left on hand. There were more water heaters and ironers, far fewer dryers.

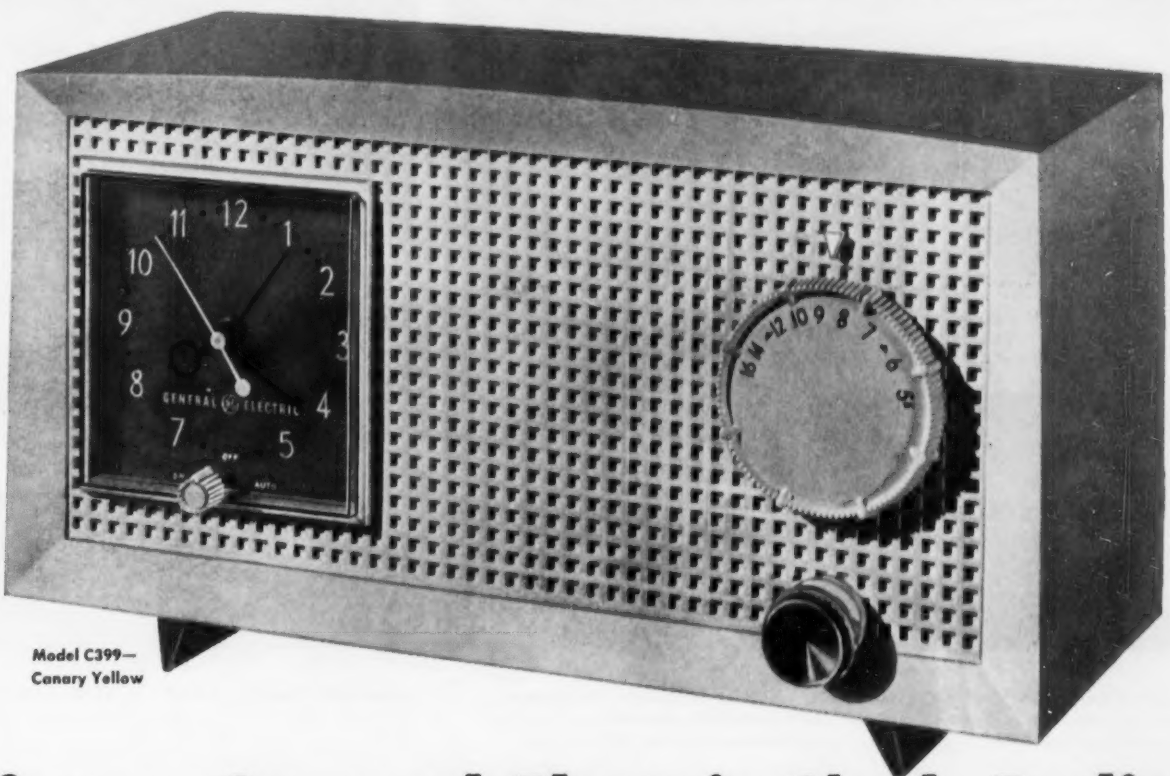
An easier way to chart the trend is to add up the percentages of units in the columns "Rebuilt and Resold" and "Resold as Is" and compare them with the prior year. This will show, for example, that dealers resold (either rebuilt or as-is) 62.8 percent of their refrigerator trade-ins in 1956 as compared with only 59.1 percent in 1955. It will show that they had an easier time getting rid of their traded-in room air conditioners in 1955 than in 1956 (75.5 percent in the earlier year as compared with 64.2 percent in 1956). It will show that second-hand dryers sold better in 1956 (73.8 percent) than in 1955 (64.7 percent). The significance of this exercise in simple arithmetic for most dealers is that there will likely be some carryover of the trend into at least the early months of 1957 and retailers can make some judgments as to which appliances will be most difficult to resell and should, therefore, be accepted reluctantly.

Whatever the dealer does with his trades, he will probably have to accept even more in 1957 than in 1956. And if he wants to make a profit he will have to get rid of them profitably. *End*

"ABOUT MY WOVEN GLASS DRAPES . . . WOULD I DO THEM IN AN AUTOMATIC WASHER OR A DISHWASHER?"

SPECIAL FROM GENERAL ELECTRIC

CLOCK-RADIO



Model C399—
Canary Yellow

Never before a General Electric Clock-Radio at this low price!

- *Great January—February Traffic Builder!*
- *A Natural Opportunity to Sell Up!*
- *New "Mix-or-Match" color—gay Canary Yellow*

GET the jump on January business with this General Electric Clock-Radio at the unheard of low price of $19.95!* It's a real sales bonus to start the new year off right! In gay Canary Yellow, this General Electric Clock-Radio with its "wake-you-to-music" feature is bound to move fast! It's a one-time special—only a limited quantity is available—so get your order in now. Call your General Electric Radio Distributor. Radio Receiver Department, General Electric Company, Bridgeport 2, Connecticut.

*Manufacturer's recommended retail or Fair Trade Price. Includes 90-day written warranty—even on labor. Prices slightly higher West and South.

Progress Is Our Most Important Product

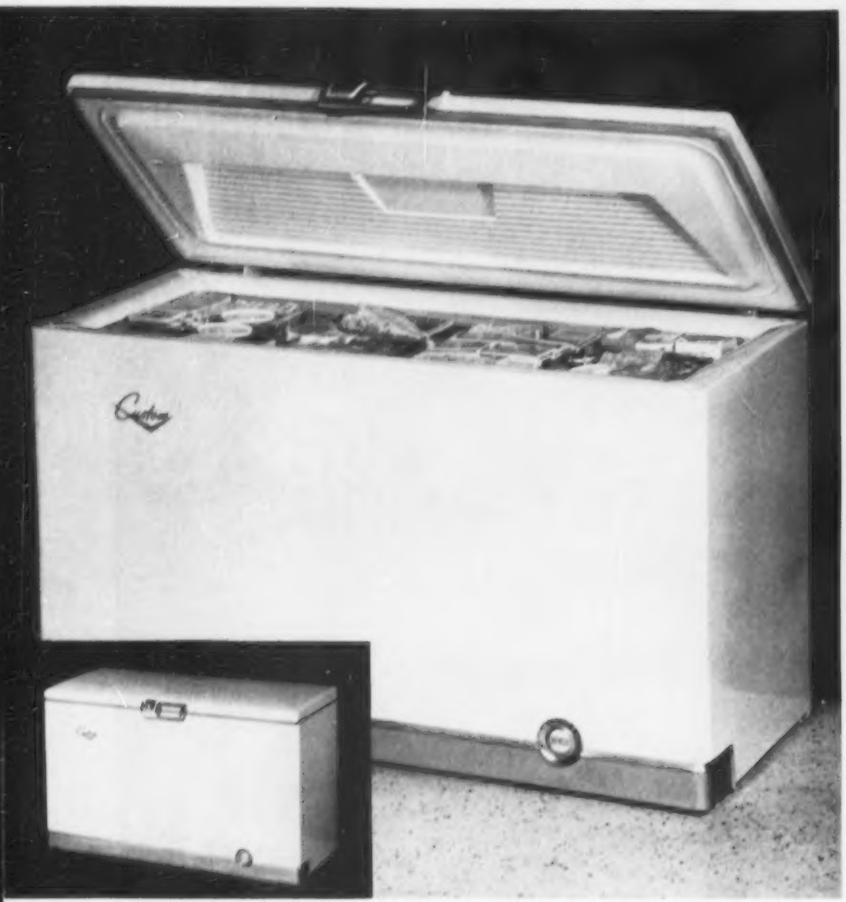
GENERAL ELECTRIC

Now

$19.95*

Limited Quantity —Order Today

see REVCO



CC-207 CUSTOM CHEST FREEZER: All-fast freeze interior – centrally located interior light – all-aluminum liner – non-conducting plastic breaker strip gives frost free top of cabinet interior – tight seal, safety lid – dry exteriors – space-saving design – 3-way registered warranty.

CRF-187 REFRIGERATOR AND FREEZER: REFRIGERATOR: Fully automatic defrosting – giant pull-out crisper – pull-out shelves – deep-door shelf – departmentalized top door shelf – interior light. FREEZER: Larger ice cube tray section – pull-out drawers – drop-down drawer – auto-load frozen can dispenser – interior light – 3-way registered warranty.

• New Products

Revco, specialists in refrigeration, presents the Model CC-207 big chest freezer, holds up to 668 lbs. yet is only 5 ft. wide, smaller in outside dimension than many 15-ft. freezers. Also, a completely new Combination Refrigerator and Freezer. Now a complete line of chests, uprights and the new combination.

• New Approach

Get out of the rat race and go to the country. There, you, the independent distributor and dealer can breathe and live and grow. It's in the countryside market where most freezers have been and will continue to be sold. And —now—a great replacement market makes rural areas the best freezer market ever!

• Powerful Demonstration

You sell freezers when you make the convincing exclusive Revco faster freezing demonstration. It proves the advantages of aluminum tubing bonded to aluminum liner to provide the fastest, most economical freezer action known. Owners appreciate saving on electricity—up to 39%*.

• Profit Protection

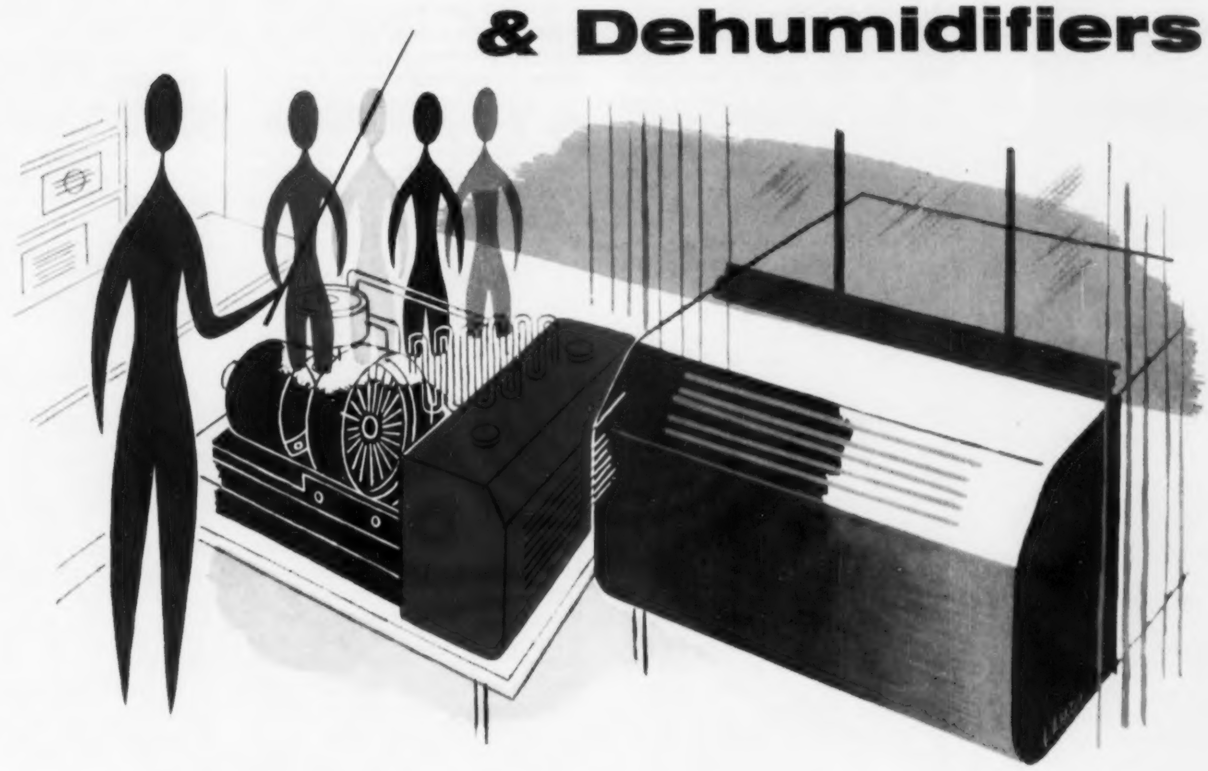
The Revco franchised dealer direct mail program automatically defines the market and identifies you as a Revco dealer. Completely frees you from "across the street" cut price competition on your Revco line. The Revco profit protection program will mean even more to you in 1957.

*90° room temperature test proved that Revco's 26 cu. ft. freezers use up to 39% fewer kilowatt hours of electricity per day, per cu. ft. than other makes tested.

REVCO, INC., Deerfield, Michigan • Setting Trends in Refrigeration since 1938

see Revco MERCHANDISE MART 1135-7

Air Conditioners & Dehumidifiers



The year wasn't a notably hot one as far as weather was concerned, but air conditioner sales passed the 1.5-million mark and dehumidifier shipments almost tripled 1955 output

THE room air conditioner industry showed more and more sign of maturity during 1956.

A lengthened out selling season, year-round production by some firms, and a calm approach to a carry-over inventory of something near half a million units were all interpreted as evidence of a growing maturity within the industry.

These developments would have been a little more impressive if they had taken place during a poor year. Actually, almost every statistical measure available shows that 1956 was the best year yet for the industry. Retail sales soared to near the 1.6-million mark and factory shipments were 1,765,000.

Still, these figures are somewhat deceptive. Ask any New York City dealer how the year was for air conditioner sales and he's likely to complain bitterly about a generally cool summer. What happened in New York (and in many other areas) was that an early heat spell stimulated sales in June but that a cool July and August held sales in check during this normally productive season. It's a definite sign of a maturing industry, say observers, that dealers who put up with such a summer are already taking a healthy interest in 1957 units. One manufacturer who held a dealer preview meeting in New York in October called the turnout "nothing short of miraculous in view of the discouraging summer these guys had put up with."

> *JUST A PREVIEW* ***The material on this page is a condensed version of a greatly expanded and more detailed market study which will appear next month in*** **ELECTRICAL MERCHANDISING**'s ***annual February Air Conditioning and Fan Issue.***

Inventory: A Problem?

The industry's attitude towards its inventory problem is also encouraging. Nobody knows exactly how big the inventory figure is at all three levels of the trade but at the distributor and manufacturer level its thought to be about 375,000 units. Most guesses add 100,000 or slightly more for dealer stocks. Manufacturers point out that this is only 30 percent of estimated retail sales and is thus not out of line for a volatile industry which periodically gets "hot" and requires adequate back-up stock.

In addition, say manufacturers, some of the inventory is "planned carry-over" since production has been underway on 1957 merchandise for some time now.

At the dealer level almost everyone agrees that the largest share of the inventory is in the hands of big retailers who like it that way. Such stocks make it possible for these dealers to offer promotional prices early in the year.

How Good Was 1956?

Because inventories fluctuate so much in the industry manufacturer shipments are not the most desirable index of a year's performance. Nevertheless, they are just about the only adequate statistical index available.

(*Continued on page 152*)

THREE YEAR SALES SUMMARY — Air Conditioners, Room

	1956	1955	1954
Units Sold	**1,765,000**	**1,270,000**	**1,246,000**
Average Retail Price	**$275**	**$300**	**$340**
Retail Value	**$485,375,000**	**$381,000,000**	**$423,640,000**
	Jan. 1957	**Jan. 1956**	**Jan. 1955**
Homes Owning	**3,600,000**	**2,585,000**	**1,800,000**
Homes Without	**43,815,000**	**43,415,000**	**42,977,000**

Air Conditioners and Dehumidifiers

continued

The usual problem of acquiring good figures has been complicated in the room air conditioner industry by adoption by some in the industry of an "air conditioning year". This runs from September to September and has the unquestioned virtue of corresponding to both the "model" year and the "selling" year. But it makes it difficult to come up with good figures for the calendar year.

The 1956 shipment of over 1.7-million units is a dramatic gain over levels achieved in both 1954 and 1955. In 1954, 1,245,929 units were shipped while a year later 1,270,000 air conditioners were moved from factory stocks. (These figures are compiled by the Air Conditioning and Refrigeration Institute. It should be noted that the 1954 Census of Manufacturers shows that 1,358,594 units were shipped, about 113,000 more than the ARI figure indicates. ARI, however, is sticking with its own figure.)

The only other period in which a comparable increase was shown was in 1953 when shipments soared to just over a million units: in 1952 only 380,000 units had been sold.

The 1954 and 1955 figures cited above have been revised slightly and there are corresponding changes in the industry's estimated retail volume. This figure was $423.5 million in 1954, $406.4 million in 1955 and $485 million in 1956.

As is usual in these studies, the figures above include both window and console units. It is readily apparent that the industry's outstanding growth has been in window units. Only 9,000 consoles were shipped in 1956; this is actually a decrease from 13,000 a year earlier.

The Retail Picture

Estimates of retail sales vary somewhat but the consensus centers on 1.6-million. It is interesting to note that reports from 157 utilities (and projected to national totals) show that 1,544,781 units were sold at retail during the year. These utility estimates have not always in the past corresponded so closely with industry estimates of retail sales.

The utility survey indicates that on a national basis 33 units were sold to every 1,000 utility customers during 1956. Naturally, this varied widely by geographic region. Once again the West South Central area led with 84 sales per 1000 customers (up from 73 per 1000) in 1955. Second once again was the East South Central (54) followed by the West North Central (43) and the South Atlantic (38). The Middle Atlantic region was the only one to show a loss in sales per 1,000 during 1956. The fact that there were about 1.4-million additional utility customers being served by power companies helps makes the projection of 1,540,000 (cited above) bigger than the 1955 projection of 1,518,000 units.

Hot Weather Helps

Seasonal selling charts vary greatly in the industry because of its dependence on hot weather. No figures are yet available for 1956 but most experts think that two developments will be evident when the figures are available:

(1) There will be better early and late selling performances since the industry seems to be learning something about off-season selling.

(2) The May and June figures will be higher than usual thanks to the early hot weather and the generally cool late summer.

Similar charts for 1955 are now available. Here's how they compare with earlier years: (Figures are percent of annual sales.)

Month	1952	1953	1954	1955
Jan.	1.00	1.31	3.32	2.37
Feb	1.45	2.98	5.94	3.47
March	1.92	6.78	7.15	6.18
April	4.28	10.61	9.46	8.48
May	12.60	20.94	10.61	12.77
June	32.48	26.77	22.36	14.99
July	26.89	16.55	23.86	28.24
Aug	14.83	6.88	9.69	14.47
Sept	2.18	2.48	3.39	2.87
Oct	.80	1.84	1.52	1.36
Nov	.58	1.17	1.03	2.11
Dec	.99	1.69	1.67	2.69

While the summer peaks continued to dominate the business in 1955, there was somewhat better fall selling activity. The trade is hopeful that this trend will continue.

There seems to be a decided reluctance, however, to indulge in expensive pre-season selling activities. In previous years all sorts of bonus arrangements have been set up to encourage early selling but these plans have been soft-pedaled or eliminated by many firms in 1957. Manufacturers explain that these plans are simply too expensive in view of the limited results they produce.

Saturation: Going Up

Record sales last year did a good bit to boost saturation. ELECTRICAL MERCHANDISING now estimates that 3,600,000 million homes have room air conditions for a saturation of 7.6 percent. The fact that 43,815,000 million houses still do not have such units is good evidence of the market still ahead of the industry.

Two manufacturers have projected saturation rates for some years ahead and these studies show that by 1960 saturation should range between 16 and 20 percent. One of these firms has projected its figures to 1966; by that time 30 percent of wired homes should have room air conditioners. This would mean that over 17-million wired homes would have 25 million units in use.

ELECTRICAL MERCHANDISING'S annual replacement and trade-in survey indicates that room air conditioning is still largely an initial sale business. Two hundred dealers reporting said that 96 percent of their sales were to homes without a unit. Twelve percent of the dealers said they accepted trade-ins on room air conditioners but trade-ins were involved in only 1.8 percent of sales. Almost two-thirds of the units traded-in were resold.

The Changing Product

Quite naturally for a growth industry there were a number of product changes during the year. The tendency to bigger units continued with one company estimating that almost 80 percent of its volume in 1957 would be done in two models of one hp capacity. Most firms now include a two hp unit in their line.

Two product innovations during 1956 enjoyed tremendous acceptance and most 1957 lines incorporate similar features. They are (1) low amperage units to solve wiring headaches, and (2) "thin" units for versatility in installation. Last year the low amperage units were concentrated in the ¾ hp capacity (drawing 7.5 amps) but in 1957 many manufacturers will offer 1 hp units which draw only 11 amps.

How Many BTU's?

A marketing innovation will be tried this year by the industry when it attempts to use BTU ratings in promotional literature and ad copy. Spearheading this drive is the ARI. For one reason or another, however, several major factors in the business have either declined to go along with the BTU ratings or are making extremely slow progress in this direction. This has given rise to some skepticism as to the success of the entire rating program, but many manufacturers as well as ARI officials feel that the program will eventually succeed.

Looking Ahead

What's ahead for the industry in 1957? Generally, everyone is optimistic. Retail sales have increased year after year and there is every reason to feel the gains will continue in the year ahead. The carry-over inventory is perhaps heavier than it could be but it isn't proving burdensome. The selling season has lengthened out somewhat and new products are increasing the versatility and application of the unit. By this time next year factory shipments may well have passed the two million mark and retail sales will have gained accordingly.

Manufacturers who have already shown their lines and asked for distributor orders on the 1957 merchandise say they are tremendously pleased with the initial acceptance. One firm says its distributor orders booked up to December 1 were twice as heavy as in any previous comparable period.

Such a situation may be either the cause or effect of a growing maturity within the industry. Whichever explanation you accept one thing remains clear: you can look for a good year in room air conditioning in 1957.

DEHUMIDIFIERS

"I don't know how to explain a year like this," a major manufacturer of dehumidifiers said last month.

He had good reason for bewild-

(Continued on puage 156)

"YOUR VESTMENTS WILL COME OUT HEAVENLY"

There's a **big** difference in automatic cooking appliances!

it's Stainless Steel!

American homemakers are more stainless steel conscious than ever! That's why Farberware automatic cooking appliances are in bigger demand than ever . . . why Farberware sales are at the greatest peak in history.

ONLY FARBERWARE ELECTRIC COOKING APPLIANCES have stainless steel *plus* the important features of complete immersibility . . . the original interchangeable heat control plug . . . and, that wonderful aluminum clad bottom that spreads heat evenly.

ONLY FARBERWARE AUTOMATIC COFFEE MAKERS are stainless steel, can make as few as 2 cups of delicious coffee in 2½ minutes—12 cups in a fast 10 minutes.

Feature America's Quality Appliance line—Stainless Steel Farberware. Nationally advertised to pre-sell your customers.

We cordially invite you to see the new Farberware line for '57 at

BOOTH NOS. 729-731-733

NATIONAL HOUSEWARES SHOW CHICAGO

FARBERWARE®

EXCLUSIVELY **STAINLESS STEEL**

S. W. FARBER, INC., New York 54, N. Y., Makers of Stainless Steel Cookware with that wonderful thick aluminum-clad bottom!

EASY DOES IT IN NEW

EASY QUALITY NOW WITH THE "FABULOUS FIVE CONTROL"—Here's the biggest story in automatic washers today...and *only* EASY *has it*. Complete fabric flexibility; easy to demonstrate, easy to sell. Five separate controls custom tailor the EASY Regent for each and every load in a 1957 wash. See the line. See why it's EASY TO SELL.

GREATEST FABRIC CONTROL

FABRICS PROTECTOR

Fine Fabrics setting reduces wash *and spin* speeds by ⅓ for extra-gentle handling of delicate and miracle fabrics. *Normal Fabrics'* action for deep down cleansing of all regular loads.

LOAD SIZE INDICATOR

Dial *Small, Medium* or *Normal,* depending on load size. Automatically, EASY fills to exact water level (regardless of water pressure) to match load. Saves water and detergent.

5-WAY WASH TEMPS

Only EASY has five...5 separate wash water temperatures – *Cold, Cool, Warm, Medium* or *Hot.* A promise of perfect care for today's sensitive fabrics—and tomorrow's.

3 RINSE TEMPS

Rinsing, too, requires a temperature that really cares for special things. Set dial for *Cold, Cool* or *Warm* rinses. EASY automatically, thoroughly rinses every wash load.

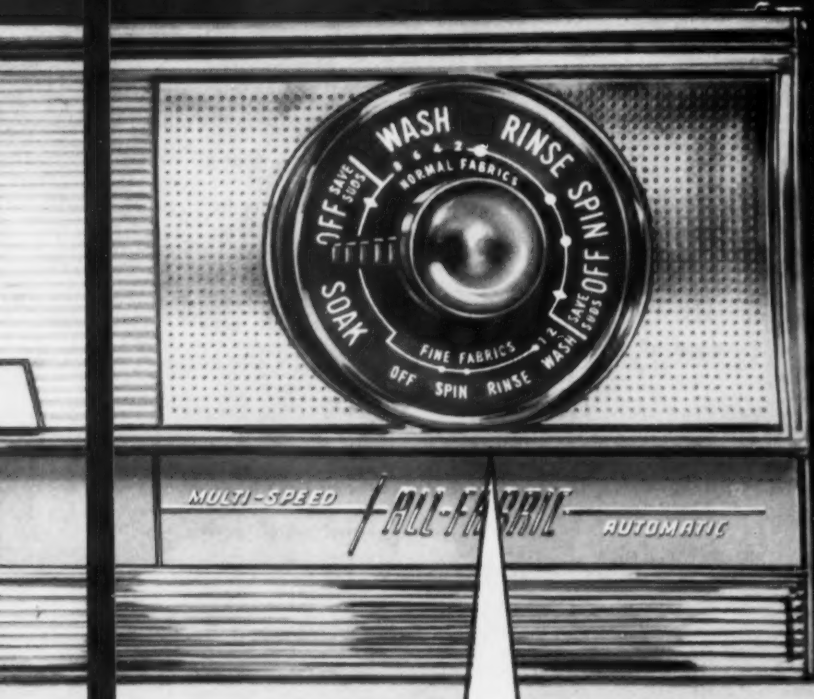
IT'S EASY TO SELL! Just demonstrate this complete flexibility!

PARKER ERICKSEN SPEAKING:

"Hot...New...with the sharpest styling we've seen yet on the market. All this on the outside, *plus* the most flexible fabric control story in the entire industry, make this new EASY line the best demonstrating merchandise we've offered in our 80 years. It's only days away from its debut. Don't miss a single selling minute of it!"

W AUTOMATICS

OL CENTER EVER



MASTER MIND DIAL

Fine Fabrics cycle has shorter wash, rinse and spin periods. Truly an all-fabric automatic. Has new optional Suds-O-Matic Return System. Just push a button and EASY does it.

TOP FEATURES

THE EASY REGENT

THE EASY RIVIERA

HOT PRICING

THE EASY CAVALIER

THE EASY HOLIDAY

DON'T BE FOOLED

Others claim a complete line, but *only* EASY covers all your laundry prospects from top to bottom.

EASY LAUNDRY APPLIANCES
Division of The Murray Corporation of America
Chicago, Ill.

Dehumidifiers

CONTINUED FROM PAGE 152

erment. After four years of struggling to reach the 100,000 unit level and just missing it in 1955, the industry in 1956 took off like a rocket. Best estimates are that 275,000 units were shipped. That would just about triple 1955 output of 96,000 units.

Everybody expected a good year in 1956. In 1955 the industry had a sell-out and by mid-summer customers were being turned away. Dehumidifiers were at a premium. This virtually guaranteed a good season for 1956—but the industry was well aware of its dependence on weather and nobody envisioned anything nearly as good as 1956 actually turned out to be.

Weather helped sales in 1956; a wet spring stimulated sales although one manufacturer complains that a dry fall held volume down. Several agree that in 1956 the industry found a price level which appealed to consumers; one manufacturer says this is in the $90 to $100 range.

There's a cautious optimism in the industry for the year ahead. One major manufacturer is budgeting for a 50 percent increase although this may be high for the industry as a whole. One firm says a sizable (though hardly dangerous) inventory remains; other manufacturers say inventory is no problem.

This is an industry of individualists. Most firms report production to NEMA but there are no industry meetings and manufacturers are generally unaware of what's happening to each other.

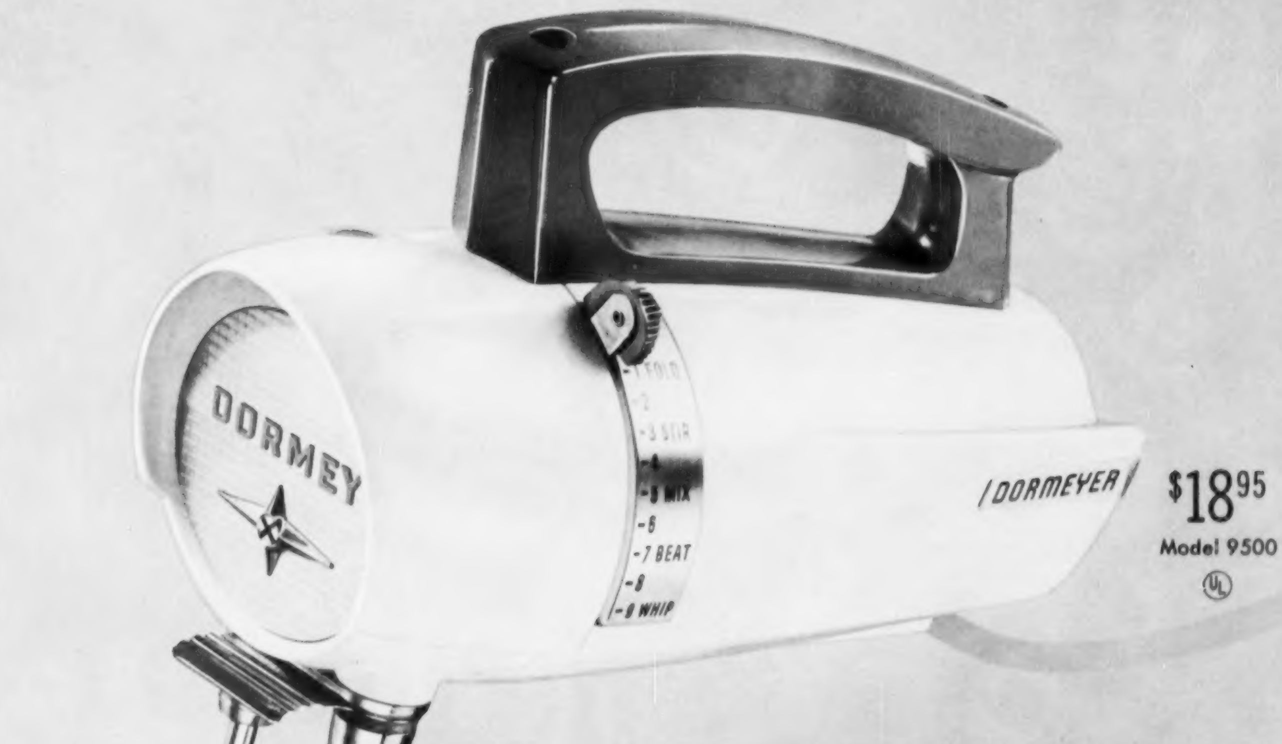
Some firms hope that a degree of consumer acceptance has been reached. But one major manufacturer quickly adds that "I don't really believe that." There is more agreement, however, on the fact that two good years such as 1955 and 1956 will go a long way to build dealer acceptance. Although the industry had existed as such since 1949, it wasn't until the 1955 selling wave that dealers began to really accept the product. Carryovers from earlier, disappointing years had disillusioned some and others were unconvinced that the market actually existed.

The market is still subject to rather rigid geographical restrictions. One large firm says it considers the primary market to be "east of and including Omaha and north of and including Louisville." You must have a region with homes which have basements and a region in which mean temperature differentials are quite pronounced. Given these social and climatic factors to put up with the industry finds it difficult to broaden its potential market.

But the experience of the last two years shows that the market even so limited is substantial. *End*

SATURDAY EVENING POST MARCH 23 • McCALLS FEBRUARY

You can **SEE** the Difference in a **DORMEYER** !



Here's the only portable mixer with **9** full-powered speeds!

It's a totally new kind of portable. It's the new 1957 Dormey . . . completely redesigned and styled like a new car! Comes in white, pink, turquoise or yellow with chrome trim.

Dormeyer exclusive—9 speeds! It's the first portable mixer that gives you as many useful speeds as a standard mixer, the biggest, fastest whipping beaters of any portable!

Convenient—Stands Upright. No mess when you stop mixing to add ingredients. Dormey stands on end—beaters drain into mixing bowl. Has automatic beater release.

Stores in a drawer. You won't want to put it out of sight, but isn't it nice to know this compact, light weight, portable can be tucked away in a drawer. It's just 8" long!

DORMEYER Matched Appliances DORMEYER CORPORATION, CHICAGO 10, ILLINOIS

SATURDAY EVENING POST APRIL 13 • McCALLS APRIL

You can SEE the Difference in a DORMEYER !

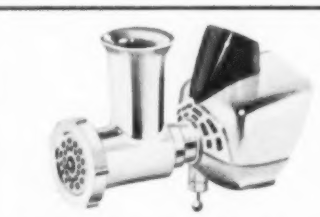
$57.50
Model 4300

SEE All the Special Features in the DORMEYER Chrome Silver-Chef

All-Chrome mixer beats to perfection. Egg whites beat higher, cream whips faster. Head snaps free for portable mixing, has automatic beater release.

10 speeds. Pick the speed you need from this recipe tested guide. The chrome-plate beaters won't slow down even in thickest batters.

Stainless steel bowls. 2 big mixing bowls come in polished stainless steel. Handsome enough to use as salad bowls, or for food storage.



Food grinder included! This useful $15.00 meat and vegetable grinder comes with your Silver-Chef at *no extra cost!*

DORMEYER Matched Appliances DORMEYER CORPORATION, CHICAGO 10, ILLINOIS

SATURDAY EVENING POST MAY 18

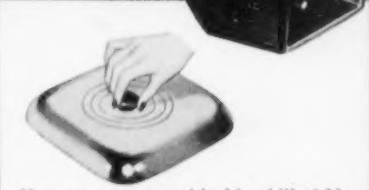
You can **SEE** the Difference in a **DORMEYER** !

$19.95

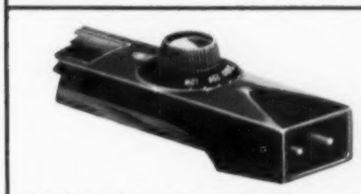
Model 9300

SEE these Special Features in the **DORMEYER** Fri-Way Electric Skillet

Cook right at the table! Fry, bake, or stew this easy new way. This big family size skillet is of polished aluminum—looks good with any table setting.



You get a cover with this skillet! No extras to buy when it's *Dormeyer!* Coppertone dome cover is included in purchase price. Dormeyer always gives you more for your money!



Dial the heat you want! You cook electrically with thermostatically controlled heat. Use the recommended heats on the cooking guide—you'll have perfect results every time.

Easy to wash! The Dormeyer Fri-Way skillet is immersible . . . slides into your dishpan right up to the signal light. Or, fill it with suds—it will soak clean in seconds.

DORMEYER Matched Appliances DORMEYER CORPORATION, CHICAGO 10, ILLINOIS

you can SELL THE DIFFERENCE in the Dormeyer line


MODEL 9700
"MIXMAID" MIXER


MODEL 16
STAINLESS STEEL COFFEEMAKER


MODEL 8802
BROIL-WELL

MODEL 6300
POP-UP TOASTER


MODEL 5100
"MIX-WELL" MIXER


MODEL 8300
FRI-WAY SKILLET

MODEL 9500
"DORMEY" PORTABLE MIXER

MODEL 9600
"SILVER DORMEY" PORTABLE MIXER


MODEL 6700
HURRI-HOT ELECTRI-CUP


MODEL 6901
COFFEE-WELL


MODEL 5902
BLENDWELL


MODEL 14
EDGE-WELL SHARPENER


MODEL 6000
FRI-WELL


MODEL 4201
"POWER-CHEF" MIXER


MODEL 4300
"SILVER-CHEF" MIXER


MODEL 6200
DEEP-FRY COOKER

Vacuum Cleaners & Floor Polishers

Floor polishers establish a new sales record and cleaners write second biggest year. Bitter competitive struggle forces some cleaner prices under $30, alters the distribution pattern

IT's been a big cleaning and polishing year in America.

Not since 1947 have vacuum cleaner sales soared so near the 4,000,000 mark. This second-biggest year's sales amounted to an increase over last year of 13.9 percent, and over 1950, third-biggest year, of 5.5 percent. Another 77,000 unit sales and the 1947 record figure would have been smashed.

Total retail volume for these boom sales came to $304,630,500, for a unit average based on list of $81.78. This compares with 1947's record volume of $285,368,000 and average of $75.

Floor polishers, meanwhile, continued their unbroken sales climb. Retail sales of 415,000 units in 1956 at a total volume of $23,862,500 established a new industry record.

Average cost per unit for the year was pegged at $57.50, compared with last year's $54.

Three major shifts in merchandising hit vacuum cleaners the past year. The major one was in pricing. This in turn forced (1) an alteration in the spending of promotional monies, and (2) solidified promotional outlets as those which commanded the most sales.

In floor polishers no such major shifts occurred. But the dominant factors in merchandising remained (1) better units at lowest possible prices, backed by (2) strong advertising to promote retail sales.

Price Shift

In 1956 the vacuum cleaner industry reeled under the impact of standard cleaners listing for $49.95. This major pricing shift is credited with making the year a banner one as far as sales go.

"As a result of lower prices," one industry spokesman claims "several million new customers in lower income brackets have become new prospects."

Another executive confirmed this opinion by stating "The drastic reduction in retail prices on national brand cleaners of good quality did stimulate dealer sales and is largely responsible for the industry's increased sales of 1956 over 1955."

The popularity of the low priced models also affected the average price of cleaners sold by the industry. One spokesman feels that the average, calculated on list price by VCMA and pegged at $84 per unit, is unrealistic. (*Continued on page 164*)

THREE YEAR SALES SUMMARY—Vacuum Cleaners

FLOOR TYPE:	1956	1955	1954
Units Sold	3,725,000	3,270,000	2,658,100
Average Retail Price	$82	$87	$96
Retail Value	$304,630,000	$285,702,000	$254,459,900
HAND TYPE:			
Units Sold	75,000	106,700	133,600
Average Retail Price	$32	$32	$31
Retail Value	$2,400,000	$3,384,500	$4,145,600
	Jan. 1957	Jan. 1956	Jan. 1955
*Homes Owning	31,600,000	29,586,000	27,865,000
*Homes Without	15,815,000	16,414,000	16,912,000

Vacuum Cleaners and Floor Polishers

continued

"It's nearer $70, maybe even lower," he says. "That would take into account both actual retail sales, as heavily slashed by discounters, and also the many high-priced cleaners sold at list by door-to-door salesmen."

Still another spokesman estimates averages even lower, at about $60, to allow for the great number of low-priced cleaners sold.

Both cite instances where $49.95 cleaners were advertised in some parts of the country as low as $29 and $32, and of $99 cleaners which were advertised in the later months of the year at $48.

As to any sharpening of competitive pricing in 1957, most manufacturers feel it can hardly get sharper.

"Competitive prices have hit rock bottom," is the way one industry leader sums it up."

The recent upgrading by $5 of a $49.95 cleaner seems to confirm this.

Floor polisher prices, on the other hand, witnessed no sharp slash in 1956. Retail prices started at $29.50 for at least one single-brush unit and hit a peak of $139.50 for a two-brush job. Several twin-brush models were priced at $49.95 and at $69.95.

For 1957, however, pricing is expected to get sharper, possibly duplicating what happened price-wise with vacs in 1956. One major manufacturer is introducing a new twin-brush unit at $49.95 and plans an extra big ad push for the new item. Still another major mass producer is reported ready to enter the field with a stripped promotional model to sell for about $40.

"If this happens," was one reaction to the report, "it could bust the polisher market wide open."

Ad Cuts

The currents unleashed by the lower priced vacuum cleaners in 1956 backlashed in two directions.

Advertising, for instance which had followed a five-year pattern of ever increasing expenditures in national advertising, suddenly took a swerve. Promotional monies remained on a par with 1955 with a few makers, but dropped as much as five percent with others. At least one manufacturer sank big chunks of money into more elaborate local programs, favoring this approach over concentrating the lion's share in national advertising.

The altered promotional philosophy is reflected by one manufacturer's optimistic look at what is happening.

"A new price and value-awareness," this manufacturer maintains, "is being generated in the mind of the consumer by an unprecedented volume of local and national advertising. Alert dealers are following through by setting up more attractive displays in high traffic areas and developing traffic-building promotions. The consumer is learning that the dealer is offering genuine values. This educational programming, which really got underway early in 1955, is gaining momentum and will continue through 1957."

One manufacturer judges the big price drop of 1956 more severely.

"The history of vacuum cleaner selling is a promotional one," says this manufacturer. "A five-year pattern of big ad budgets was stopped cold in 1956. National advertising shrank. With margins closer, you must save money somewhere. And even if you believe strongly in advertising there's no money for it."

This view, subscribed to by at least two others, sees the smaller manufacturer hurt. There is even some talk that two manufacturers are getting ready to discontinue vacs, unless prices edge upward in 1957 to where they can show a profit in this product.

Most manufacturers feel the weight of this trend, on the other hand, is making a dent in door-to-door business.

The leading manufacturers, for instance, who in 1956 saw dealers gaining on door-to-door salesmen, still see the dealer as the kingpin in vac sales. The best comparison estimate is by one who sets retail sales as 70 percent of totals, door-to-door at 30 percent. Another pegs dealer sales at 66⅔ percent. One other prefers to let the growth in retail outlets prove the point. "Our dealerships increased 25 percent in 1956 over 1955," says one maker. However, one manufacturer prefers to stick with an estimate of 60 percent of sales done at retail. Even this lower figure is still five percent higher than the lowest estimate given by any of these same manufacturers in 1955.

All leading manufacturers see the cumulative effect of strong dealer promotions on national brand vacs at low prices as toughening the lot of direct sellers. Higher manufacturing costs and more expensive door-to-door specialists must feed on higher list prices on sales. Yet the dealer is armed with lower-priced, high-quality units. Those in the know insist it means rough going for direct sellers, and see signs of some door-to-door agencies drifting away into other businesses.

Dealer a Big Cog

Manufacturers agree that the dealer is playing a starring role in selling cleaners, but at the same time acknowledge some are becoming more important than others.

Most report discount houses and department stores dominate sales. Larger independents slugging it out with the first two outlets come next. This applies, they say, to major metropolitan markets.

The picture is slightly different in communities under 20,000. Here the traditional appliance dealer is still the key outlet, many times still selling at list or near list. On the metropolitan fringes, they point out, smaller dealers who compete on price are still able to hold their own.

This dominance in the cities of the discount houses and department stores, followed by large appliance dealers, and the continued importance of small appliance dealers in outlying communities is a pattern repeated in floor polisher merchandising.

The absence of door-to-door selling of polishers pits only retail outlets against one another.

From a promotional standpoint, no shift in advertising expenditures has yet hit polishers. Manufacturers continue to equal or exceed previous year ad budgets.

But the same lament made about vac dealer inertia, something that finally led in 1956 to a heavier concentration on money spent locally to prod dealer participation, is heard from floor polisher makers.

Among vacuum cleaner manufacturers, for instance, the consensus is that "Too many dealers refuse to promote vacuum cleaners. They just point at them."

Similarly floor polisher makers say the same thing this way: "At present most of the polishers are being 'bought' by people who, perhaps because of need and advertising, want one and buy it. Few are being 'sold.' If more dealers, particularly the smaller ones would learn more about the polisher and its uses, then would set up to demonstrate and sell them, the business would double in the next two years."

What might conceivably bust this situation wide open in 1957 is the reported entry of a new maker with a promotional twin unit, plus plenty of promotional money to back it in the market.

In that case, 1957 for the floor polisher could be a repeat of the history of the vacuum cleaner in 1956.

Sales and Styles

Canisters continue to pace all other types of vacuum cleaners. All top manufacturers place sales of canisters at 50 percent or better. One puts the total at 63 percent, two at 60 percent, one at 56 percent, and another at 50 percent.

Tanks are estimated anywhere from 30 to 40 percent, and uprights from 20 to 30 percent.

Canister models have graduated from the old "pot" style. They run the gamut from square to barrel, and include rectangular, round, and spherical designs. Some manufacturers have dropped horizontal tank models, and only those few makers who have made a name for themselves with uprights continue to make and push this type unit successfully.

Continued use of color, improvement of attachments, and a drive to make all units more mobile still commands the attention of all manufacturers. The appearance of first the rolling barrel cleaner, and more recently one that floats across the room on the exhausted air, pinpoints this trend.

Similarly, in the floor polisher field utility, color styling, and mobility remain primary concerns.

Twin-brush floor polishers dominated sales in 1956 by as much as 90 percent, in the view of one manufacturer. Others were reluctant to venture a percentage figure, but conceded there was no question of twin-brush dominance. But single brush units are steadily gaining in popularity. About $50 is the estimated average actually paid.

Future developments in vacs will concentrate on mobility, ease of use, and improvement of pickup in floor tools and attachments, say all leading makers.

Owners Are Sold

"Owners of vacuum cleaners are our best customers," points out one manufacturer.

This is further confirmed by ELECTRICAL MERCHANDISING'S 1956 Replacement and Trade-In Survey with saturation put at 67 percent. 59.7 percent of the units sold went to homes already having a unit. This is a drop from a 1955 percentage of 64.1, but is well ahead of every appliance save refrigerators (77.4), washers (76.8) and electric ranges (59.7).

The amount of dealers handling trade-ins has risen steadily in the past three years. It stood at 51.5 percent in 1954, rose to 55.3 percent in 1955, and to 58.7 percent in 1956. However, the percent of sales involving trade-ins has been fluctuating from year to year. It stood at 32.7 percent in 1954, dropped to 27.7 percent in 1955, than rose again to 31.9 percent.

The percent of these trade-in units which are junked has been steadily increasing. It stood at 57.6 percent in 1956, a 1.3 percent gain over 1955.

Meanwhile, the percent resold "as is" dropped more sharply, from 12.3 percent in 1955 to 8.7 percent in 1956.

The 16.6 percent rebuilt-and-resold cleaners failed to attain the level set in 1955, leaving a higher percentage of cleaners on hand (11.2 percent).

One manufacturer says that metropolitan centers do far and away the bulk of the vacuum cleaner business. Eleven of his 65 distributors do more than the next 33 distributors combined, and they cover a territory stretching anywhere from the east coast to St. Louis.

When it comes to a regional analysis, however, in ELECTRICAL MERCHANDISING'S annual Utility Survey the Pacific area shows up most favorably against the national average of 51 sales per thousand customers. This area registers in at 74 per thousand. East North Central follows with 67 sales per thousand. The Middle Atlantic area was 56 sales per thousand. For the year, the Pacific area thus moved into first from second position. Two areas that declined in 1955 staged a comeback. West South Central advanced from 28 in 1955 to 36 in 1956, while in the same periods the Mountain area advanced from 37 in 1955 to 51 in 1956.

With a saturation not exceeding seven percent, floor polishers continue strongest in metropolitan centers. New York heads the list, and big cities along both coasts and in between account for a good proportion of the market.

The Long View

Major manufacturers of vacuum cleaners looking ahead at 1957 project increases in unit sales ranging from six to 11 percent. Only one sees a decline, and that up to 10 percent.

Floor polisher manufacturers look for a continued climb into 1957 of this product. One major manufacturer sets the increase in 1957 over 1956 at 13 percent. He is joined in his optimism by one who believes the increase will be 12 percent.

"If the plans of one major producer to plunge into the market with a low-priced leader materialize," says another, "then the floor polisher will really turn into the sleeper everybody has said it would be for the past three years."

He was quick to add that it might make the industry reel.

And that means under the impact of price. But price looks like the controlling factor anyway, both for vacuum cleaners and floor polishers, in 1957.

If cleaner prices taper off at higher levels in 1957, sales may reach an all-time record high, and most present manufacturers will be around to share in healthy sales. If they don't, look for a shakeout.

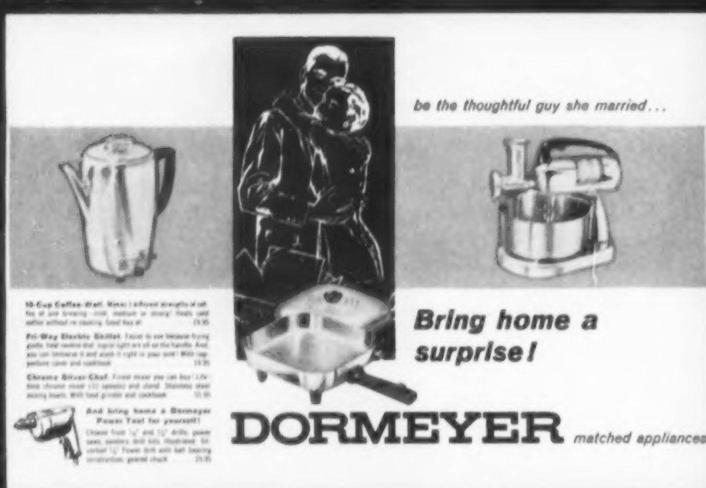
And if price leaders take over floor polishers, look for sales to zoom, advancing even higher percentage-wise in 1957 than in 1956. But also look for some manufacturers to reel under the jolt, somewhat like several manufacturers of vacs did in 1956. *End*

THREE YEAR SALES SUMMARY — Floor Polishers

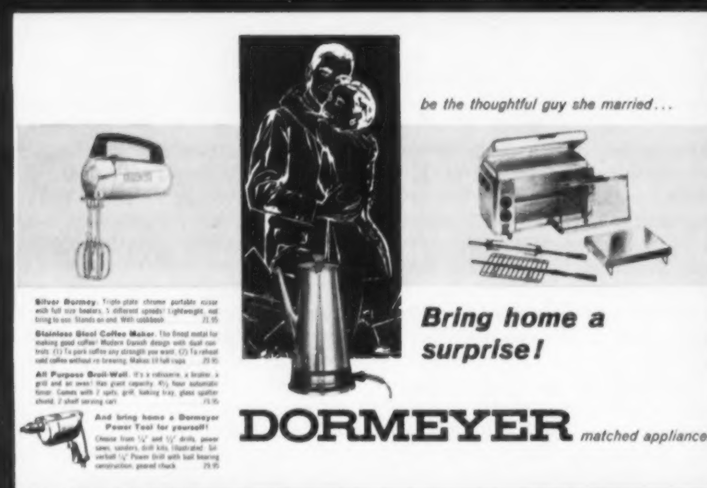
	1956	1955	1954
Units Sold	415,000	375,000	325,000
Average Retail Price	$57	$54	$60
Retail Value	$23,862,500	$20,250,000	$19,500,000

NEW DORMEYER PRE-SETS YOU UP FOR STEADY

See how a strong, heartwarming theme gives your Dormeyer merchandise a highly



NOVEMBER 11



NOVEMBER 18

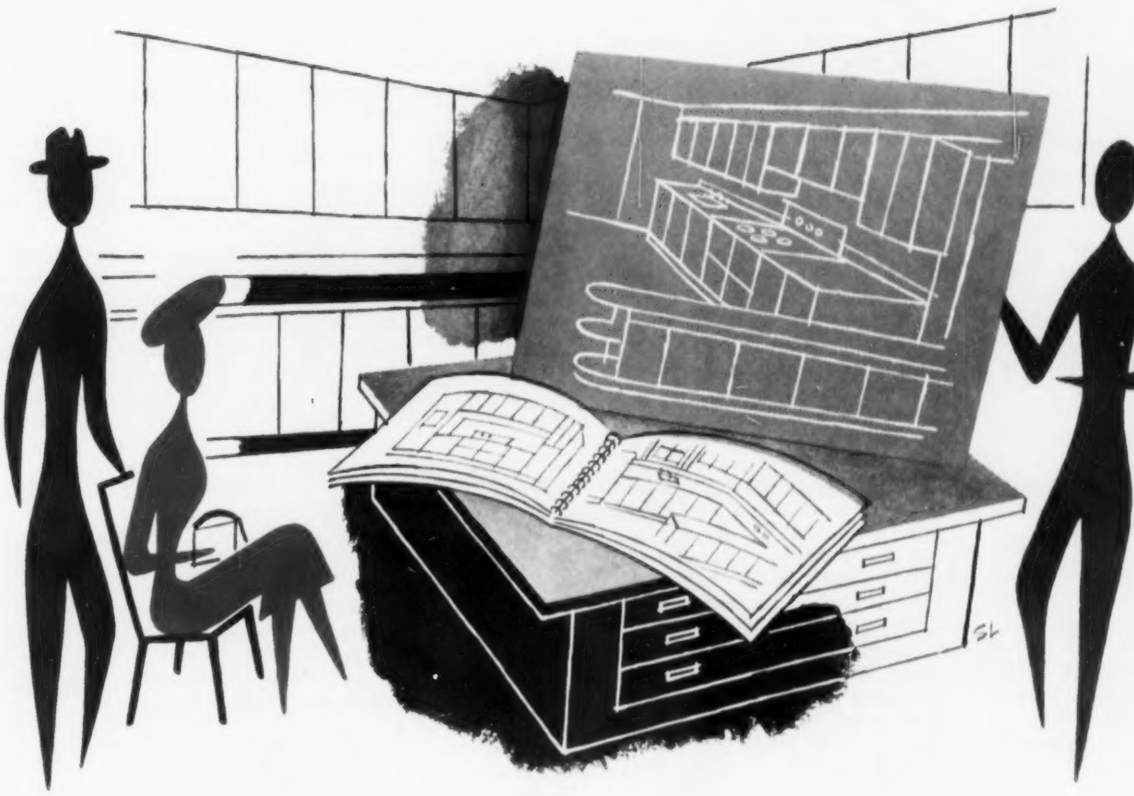
These Ads reach 25 Million Readers

Including PARADE and THIS WEEK

Now's the time to stock in depth on featured merchandise. For

DORMEYER CORPORATION

Steel Kitchen Cabinets



The decline in home building cuts 1956 volume but forces manufacturers to take a new—and more respectful look—at appliance dealer distribution and the remodeling market

WITH total sales for 1956 about 3,641,000 units, the steel cabinet industry found itself 10 percent under last year's record performance. This time last year, the most cautious estimate for 1956 was about a 10 percent gain. Obviously, the industry hit a king-sized roadblock.

According to industry men, 1956 was a tougher competitive year than any so far. As one man put it, "There were just too many people trying to sell too few kitchens." With housing starts down, and money tight, a productive industry coming out of a record year found itself with too much product on hand. In the third quarter, and the first part of the fourth quarter, both the industry and the firms in it started trimming the fat.

Fewer Manufacturers

In 1957, the steel cabinet industry will be a changed one. Some six names are gone completely and no longer market cabinets. Of these, three just quit, or went down with their parent companies, the rest, for the most part, are tending other knitting. Some other national names, about four, have retrenched, and will market their cabinets on a regional basis. In addition, those that are left have trimmed down people and services in "non-essential" ends of the business, will devote the savings made to solving distribution problems.

Fewer Houses, Fewer Sales

The fall in housing starts gets the most blame for the "shake-out." With the big volume in the builder business, and most firms shooting at the tract trade, the unexpected cutback caught many of them off base. It was the firms without a broad base of dealers that got hurt worst.

Backing this view up some firms report good years; one claims the best yet. In each case it was a good dealer structure that held them up or it was diversification into allied cabinet lines that carried the burden. Where the cabinet makers went into 1956 without a heavy builder business, they did all right, they say.

Another factor in the decisions of several firms to get out of the cabinet business was what they consider the changing nature of the business—going from a production-line, over-the-counter type of thing to a custom-built, custom-designed type of distribution. The complications of color and built-ins were building up too fast to handle comfortably, and some of the cabinet firms decided to get out from under while they could. "We were making good profits," one executive stated, "but the business was taking too much time, too much fooling around." The big problem was color; keeping inventory solid meant too big an investment, and dealers no longer can

(Continued on page 168)

THREE YEAR SALES SUMMARY — Steel Kitchen Cabinets

	1956	1955	1954
Units Sold	3,641,000	4,046,000	3,372,000
Retail Value	$188,395,000	$209,328,000	$174,440,000

Steel Kitchen Cabinets

continued

buy big quantities, as they could when they were selling white only.

Inventories are probably heavier than normal for everyone, due to two factors: lower sales, of course, and the increased manufacture and sale of color cabinets. Where firms guessed wrong on colors, they have plenty of cabinets—at least for this year. Industry men are philosophical about this, however, and point out that steel price increases, both past and rumored coming, may make those inventories more attractive than they would normally appear.

Color Broke the Ice

Color sold itself to the industry in 1956, despite complications from the inventory and styling standpoints. Most steel cabinet men regard wood as their primary competition, and color as the tool that can beat wood. In September, sales of color cabinets were running about 42 percent of the industry total. This represents a one to two percent increase each month all year. There's a sales ceiling for color cabinets, industry men say, but they don't think it's in sight yet.

As a result of this promising showing, there will be more and bigger promotional guns backing up color in the kitchen in 1957. And with appliance manufacturers adding their voice, the cabinet men think they'll get a bigger slice of whatever market develops.

There are problems with color, of course. For example, which colors? This one seems to have no permanent solution. Another tender point: inventory. A minor one: convincing the public they can change colors without convincing them that cabinets need refinishing.

The inventory problem hits both the manufacturers and the distributors, particularly the distributors. Three years ago, one major firm's distributors could be fully stocked for $20,000-25,000; now, it takes $60,000-70,000 to do the same job and the increase is all in color. These are minimum figures. Despite the fact that color cuts down white needs, the final tab runs way over white alone. Dealers, of course, can't even consider a three-to-four fold increase in investment, so the distributors get the ball, often with factory help to get them started.

There is no possibility that one or two colors will ever fill the bill entirely. Four might do it, but one will probably be always changing. If forced to pick one color as leading this year, most industry men say pink is tops. However, for some yellow is selling best; others like green or aqua. Industry-wide, soft browns and tans are coming along fast. They are expected to be "the" colors for 1957, though they probably won't catch the others in the first half, if at all.

Backing this industry-wide view are the shelter and women's magazines. Of seven editors in this field who were offered the chance to design kitchens for one firm, four wanted to do theirs in brown. Why brown? Industry men don't know. Some say because it's wood-like; some feel that the browns used "go with anything;" others don't try to figure it out, they just put brown in the works.

There will still be a few firms hedging their color bets with wood fronts in 1957. "If you can't beat 'em, join 'em," says these manufacturers. Some have always offered wood doors, some will do so for the first time this year. In most cases, wood fronts represent a frank yielding to reality in the market-place; some people prefer wood for emotional reasons and no amount of selling will change their minds. The steel cabinet makers want those sales, too, so they'll use wood fronts to get them. Another point in favor of wood for some manufacturers is that it comes in just one color.

Re-evaluating Builders

When the builders fell from grace—that is, they didn't buy so many kitchens—most of the steel cabinet makers took a new look at an old friend, the retailer. One big firm started re-analyzing its sales figures, and found that a lot of dealer business was hiding in sales credited to builders. They found that a lot of the builder business—the small builders, at any rate—was originating with dealers.

The remodeling market, too, took on new luster in industry eyes after a good look at 1956. Where the builders held the edge last year, this year one industry leader found its sales 55-45 in favor of remodeling sales. Industry-wide the best average anyone can estimate is a 50-50 split for '56. Since most retailers are selling remodeled kitchen jobs, despite tight money, that's where the next push lies.

One firm estimates there is $400-million in kitchen remodeling jobs already on the boards for 1957. They're tripling their ad budget to snag as big a piece of that money as they can handle.

Every firm ELECTRICAL MERCHANDISING talked to plans a big push for dealers next year. For some, this search for dealers will include increased advertising, increased dealer helps, more education, more emphasis in selling the whole job. They say they're putting more dollars than they ever did into the search for broader, better distribution. The reason? As one firm's sales promotion man said, "You don't get much loyalty from builders. The volume is nice, but you have to give an awful lot for it."

Others point out that there are 14 million homes over five years old in this country right now. And they say that any home over five years old is a prospect for remodeling. Kitchen dealers are the economical, the only, way to reach the remodeling market.

Looking Dealers Over

The steel cabinet men are taking a good look at the dealer picture, too. They've found out a lot of things about selling kitchen cabinets—the basic one being that you don't sell cabinets, you sell kitchens. Inescapably, it's a more complicated type of selling than selling plug-in appliances. The cabinet people want to interest anyone who'll go all the way in. They feel there just isn't any half-way program possible.

For this reason, the cabinet manufacturers dream of having enough kitchen specialists to handle all the cabinets they can put out. They like and want men who make their living solely off kitchens. They're going to spend a big part of their sales promotion money in building that sort of dealership. But for right now, and for 1957, that's still a dream. Cabinet men admit it'll probably be a dream for some time.

They have some facts to back up their thinking. One firm's informal survey showed a large proportion of appliance dealers in their sales picture, and a small proportion of kitchen specialists. The kitchen specialist out-sell the dealers by a wide margin, even taking into account the fact that these dealers sell wood kitchens, too.

More Real Kitchen Departments

However, most of the cabinet makers are already selling appliance dealers in large numbers. Other outlets, such as department stores, hardware and building supply stores, plumbers and plumbing supply houses, don't number anything like the appliance outlets do on most lists of dealers. So, a big part of the sales push is going to be devoted to putting "honest" kitchen departments in appliance dealer establishments in 1957. Properly handled, the cabinet men think they can turn enough dealers into kitchen specialists to make the program pay. And they would be doing business with established businessmen. The cabinet people think that appliance dealers will like the idea once they get a look at the profit margins possible. At least they're banking on it.

Some manufacturers are taking second looks at "pockets"—parts of their distribution picture, single cities, sometimes groups of smaller towns. In many of these areas, they have active, aggressive dealers. From pocket to pocket, they vary. In one place, it's the appliance men; in another, some other retailer; in others, the specialist. The manufacturers figure that if it can be done in, say, Philadelphia, or St. Louis, it can be done nationwide. For some, sales promotion money is going to put to work the lessons they are learning in

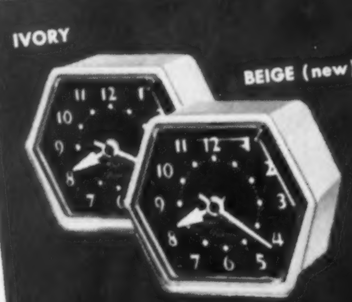
(*Continued on page 170*)

Bargain-priced Electric Clocks

CASCADE OF NEW COLORS! ALL UNDER $5!

DECOR — popular alarm. Blue, pink, ivory, beige — new decorator colors to harmonize with decor of any bedroom, desk or den. Wakes you for sure — alarm sounds for 45 minutes unless it's shut off. 6" wide. SUGGESTED DEALER PRICE: Less than 6, **$3.49**; 6 or more, **$3.24**

$4.99*



DORM LUMINOUS. At this sale price, it's the lowest priced luminous alarm in our line. New beige or ivory. Only 4" wide. Electric, never needs winding. SUGGESTED DEALER PRICE: Less than 6, **$3.14**; 6 or more, **$2.92**

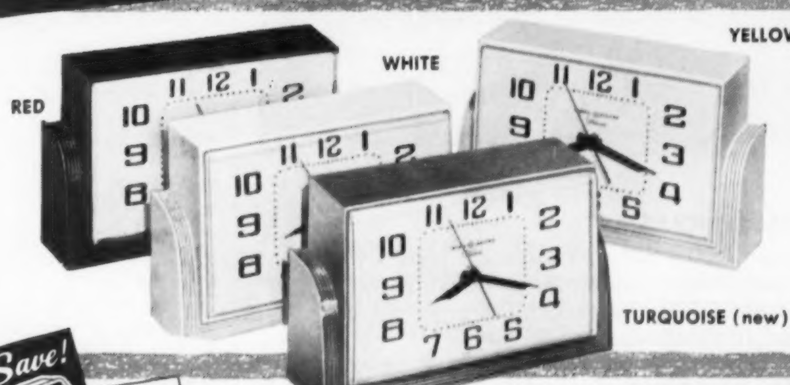
$4.49*

GENERAL ELECTRIC

Telechron

ELECTRIC CLOCKS

*Manufacturer's recommended retail or fair trade price, plus applicable taxes. Clock and Timer Department, General Electric Company, Ashland, Massachusetts.



TELECHOICE kitchen clock. Bright new colors to match any kitchen: red, white, yellow, turquoise. Hangs on wall or stands on shelf. 8" wide. Electric, it keeps time to the minute. SUGGESTED DEALER PRICE: Less than 6, **$3.49**; 6 or more, **$3.24**

$4.99*

FREE NEWSPAPER AD MATS

Order them when you order your clocks. Spark your sales on these value-packed bargains. Tie in your ads with the big full-color ad appearing in Sunday Supplements — Feb. 10 — from coast to coast.

MORE VALUE-PACKED CLOCKS AT BARGAIN PRICES!

ENHANCER alarm. Neat beige model for bedroom, living room, desk or den. 5" wide. SUGGESTED DEALER PRICE: Less than 6, **$3.49**; 6 or more, **$3.24**

$4.99*

BUTLER wall clock. Smartly tailored, red, yellow, white — for kitchen or anywhere. 7¼" wide. SUGGESTED DEALER PRICE: Less than 6, **$3.84**; 6 or more, **$3.57**

$5.49*

ORIGINALITY wall clock. Unusual see-through design in red, yellow or white. 8½" diameter. SUGGESTED DEALER PRICE: Less than 6, **$4.19**; 6 or more, **$3.89**

$5.99*

THESE BARGAINS BACKED BY BIG COLOR ADS IN SUNDAY SUPPLEMENTS—FEB. 10

Kitchen Cabinets

CONTINUED FROM PAGE 168

their hot retailing areas.

They want dealers—dealers to move kitchens, take on the whole job of designing, selling, installing and following through. They're prepared to teach the technical details, assist with displays, provide how to help at the grass roots. Industry men think they know how to sell kitchens profitably, and think they can teach any retailer who wants in how to do it. They're shooting at the big remodling market—reached only at dealer level.

Appliance Manufacturers Welcome

"Come on in; the water's fine," is the attitude of the steel cabinet manufacturers towards the entry of major appliance firms into the kitchen business. Even firms which don't want the cabinet-building business are happy to see the full-line people coming in stronger. They like it for the increased promotional impact those big advertising budgets will carry. "The more people talking steel kitchens, the better off we all are," they say.

It will help on the dealer level, too, according to one sales executive. Where there's been perhaps one man calling on a given appliance dealer and talking kitchens, there'll now be several people. With dealers as well as with consumers, the more people talking, the better.

The possibility that the major appliance manufacturers will take over the lead in the steel cabinet business has been considered, but discounted by most manufacturers. The appliance people are a factor already, they admit, and will undoubtedly become more so as more firms jump in, but the potential market is so big and so complex that the cabinet men see everybody doing all right. According to the Steel Kitchen Cabinet Manufacturers Assn, the competition is wood, and that's where the appliance manufacturer's sales will come from.

HOW 1956 KITCHEN CABINET SALES BROKE DOWN

Item	Percent of Units
Sink fronts, undersink cabinets, and cabinet sink units	21%
Base cabinets	33
Wall cabinets	42
Utility cabinets	02
Oven cabinets	02

No Predictions This Year

After the lessons of 1956, industry men have decided that they don't really know what's going to happen in 1957. No one seems

(*Continued on opposite page*)

Kitchen Cabinets

CONTINUED FROM PAGE 170

to think that money is going to loosen up, or that new construction will rise. They all expect to do better concentrating on the remodeling market, and, of course, getting all the builder business they can.

There's just one thing steel cabinet men will predict: any price increases in materials will be passed right along from here on out. Some firms held down 1956 increases as much as possible, but they're now at rock-bottom, and can't absorb any more, they say.

There will be increased emphasis on color, a lot of it coming from the appliance manufacturers. The "square look" in the new appliance lines is another factor steel cabinet men are counting on to make it easier to give kitchens a built-in look. That's another reason cabinet men like the appliance emphasis on kitchens.

For 1957, one leading steel cabinet manufacturer is putting in a line of small sliding door cabinets which hang between the wall cabinets and the base cabinets. This allows the base cabinets to sit out from the wall six inches, making plumbing and wiring easier. This idea is aimed right at the remodeling market.

Selling the Whole Job

It's the full kitchen that everybody's interested in, though no one is ignoring the cabinet sink business, either. The all-the-way dealer who will put real sell into his program is the manufacturer's ideal, but they won't be ignoring any capable dealers in 1957. There will be plenty of opportunity for dealers to get into the business.

The kitchen business—that's the key phrase one gets all over the industry in talking about the future. The concept of over-the-counter sales is gone. It's lost in the color boom, and in the upgraded consumer preferences. The appliance manufacturers are going to sell kitchens because kitchens sell appliances; the steel kitchen cabinet manufacturers are selling kitchens first, letting cabinets follow. The whole field is moving further toward the selling of an idea rather than a series of products. *End*

IF YOU'VE WONDERED . . .

what's happened to P. T. Brockwell's series on Major Appliance Service, rest easy. Part 3, *Repairing Automatic Washers*, originally scheduled for December, will appear in the upcoming February . . . . .

Electrical Merchandising

Bed Coverings

Sales climb 500,000 units to the 1.95-million mark and there's general agreement that sales will exceed 2-million in 1957. Appliance dealers get smaller share of sales

EVERYTHING—except unit price—continued to spiral upward in the electric bed covering industry last year.

Both unit and dollar volume climbed to new highs and most people in the industry are confident that the increase will continue in the year ahead. Warm fall weather last year put a mild restraint on the unbounded optimism which has characterized the industry for two years, but many manufacturers were confident that 1956 would ultimately close with sales heavy enough to clean out inventories. If so, the stage would be set for a tremendous year in 1957, a year in which unit volume should easily better the two million mark.

The discouraging price cutting which has marked the industry for some time continued during 1956 with with some stores advertising electric blankets for $9.95. In addition, the trade was bracing itself for next month's traditional "white sales" where prices will take another beating. One of the biggest manufacturers, however, thinks that an end to constantly lower prices may have been reached. This company has a "special" ready for the February sales; but it will be the last time for the foreseeable future when such a price will be offered, company officials say. Commitments made months ago will permit next month's lower prices. But price rises which have already taken place will make it impossible to duplicate such a sale in the future.

Not every manufacturer is quite so certain that an end to the industry's sliding price level has been reached but most feel that things can't go much further.

More reasonable prices are only one of the problems which face the industry as it heads for its first two-million-unit year. Still another is the matter of creating wider acceptance. Paradoxically, manufacturers have begun to talk about this problem even as their sales figures skyrocket. Many are convinced that the industry has done precious little in building consumer confidence in its product.

But while such worries are real enough they are in no way critical. The fact that the industry is aware of these problems has not destroyed its perspective—nor have they damaged its extreme satisfaction with the things which have been accomplished in the last two years.

Looking At The Record

For eight post-war years the industry struggled toward the million-unit mark. By 1950 it appeared well within reach when 800,000 units were sold. But it wasn't until 1954 that sales edged over the million mark. Then the industry's wild sales ride began. In 1955 sales increased more than 300,000 units to 1,460,000 and in 1956 the increase was almost half a million units, bringing the total to the 1.95 million level.

It should be noted that the 1954 and 1955

(Continued on page 174)

THREE YEAR SALES SUMMARY — Electric Bed Coverings

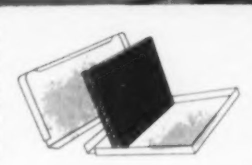
	1956	1955	1954
Units Sold	1,950,000	1,460,000	1,104,000
Average Retail Price	$28	$30	$34
Retail Value	$54,600,000	$44,530,000	$37,812,000
	Jan. 1957	Jan. 1956	Jan. 1955
Homes Owning	6,261,000	5,351,000	4,756,500
Homes Without	41,154,000	40,649,000	40,020,500

Sell ▷ **GENEVA**

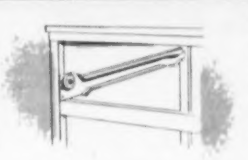
THE KITCHEN LINE . . . WITH MORE TO SELL

Geneva puts more profit in dealer kitchen business. For good reason! From better construction to wider color choice, it's the finest quality, most complete line available. And, more, the Geneva sales formula simplifies dealer effort . . . gives the customer unequalled latitude of choice—sound reasons to buy. Get the complete story—the increased sales—by learning why Geneva gives you "more to sell" in the fast growing kitchen market.

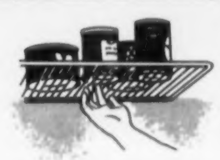
GENEVA KITCHENS



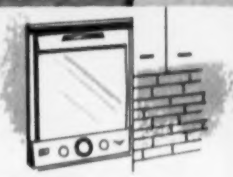
INSIDE PAINTING
An exclusive. All doors and drawer fronts painted *inside* as well as outside.



ROLLER DRAWER GLIDES
Nylon rollers on slide and drawer combine to produce finger-touch drawer action.



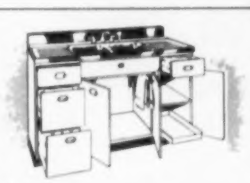
PLASTISOL SHELVES
Open view, heavy wire shelf coated with plastisol protects dishes and glassware.



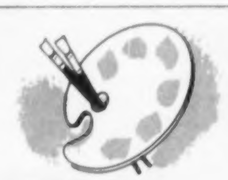
BUILT-INS
Units available for major brands of ranges, ovens, refrigerator-freezer combinations.

SPECIAL PURPOSE CABINETS
Designed to meet specific storage or work problems . . . are standard with GENEVA.

CUSTOM SPECIALS
GENEVA'S large specials department can produce any type of steel cabinetry required.

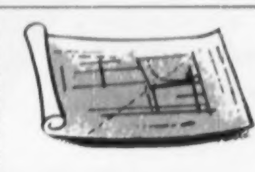


SINKS
GENEVA offers a complete line in porcelain, plastic or stainless steel sinks of highest quality.



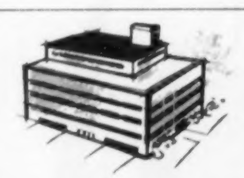
CHOICE OF COLORS
Six distinctive colors in soft, easy to live with hues . . . plus white.

ACCESSORIES
A host of work saving accessories to delight the modern homemaker.



EXTENSIVE LINE
Permits tailoring a GENEVA kitchen to every preference . . . every budget.

FULL YEAR WARRANTY
It's GENEVA'S way of backing up its dealers and GENEVA merchandise.



STOCKING DISTRIBUTORS
Means prompt delivery to your jobs, prevents delays and disappointments.

NO TRADE-INS
To bleed you of profit . . . and the headaches of service calls are gone.

NATIONALLY ADVERTISED
GENEVA has been extensively advertised in leading magazines for years.

DEALER TRAINING
Every possible help is given you, the dealer, by distributor and factory experts.

EM 1-57

for complete details on the Geneva Kitchen line, write ▷ **GENEVA MODERN KITCHENS**
Division of Acme Steel • Geneva, Illinois

CABINETS OF STEEL FOR LASTING APPEAL

Bed Coverings

continued

totals have been revised somewhat. The 1954 total of 1,104,000 now corresponds with the Census figure for the industry while the 1955 total has been upped 110,000 units from the 1,350,000 published here last year.)

Dollar volume has increased steadily, too, although the gains here have been less pronounced since the industry's price level has been shifting downward. In 1955 retail value was $44.5 million and in 1956 this climbed to $54.6 million.

Saturation has increased, too, although second blankets sold for homes already owning one holds this increase below the rate attained by unit sales. A number of the basic tools needed to establish a really accurate saturation figure are missing but in the absence of this information ELECTRICAL MERCHANDISING's estimate of 13.2 percent saturation is the most reliable figure available. This means that some 41,154,000 wired homes still do not have an electric bed covering.

A Challenge and Its Problems

Manufacturers are well aware of the merchandising and marketing problems which must yet be solved in order to increase this ownership figure.

Certainly one of the most difficult is the seasonal nature of the business. Figures compiled by ELECTRICAL MERCHANDISING (and based on reports by a number of utilities) indicate that in 1955 almost 80 percent of electric bed coverings were sold in the winter months with over 70 percent in the final three months of the year. Over a quarter (25.65 percent) were sold in November and better than a third (34.06 percent) were moved in December. Less than 10 percent were sold in the six months from March through August.

A partial (and unsatisfactory) answer to this problem has been sought in lower prices for off-season selling but the pricing practices throughout the rest of the year don't leave much room for maneuvering on this score.

It's possible, too, that as more and more bed coverings are sold through blanket and soft goods outlets that the selling curve may be evened out somewhat. One manufacturer who sells large quantities of electric bed coverings through appliance dealers complains that the appliance dealer regards it as a fourth quarter product and does nothing with it in the remaining nine months of the year. The solution, says this manufacturer, is for the appliance dealer to treat the blanket as any other electric houseware and to push it as a bridal or shower gift or as a suitable present for any other gift-giving occasion.

The Appliance Dealer's Role

This brings up another problem insofar as the appliance trade is concerned. Evidence seems to be piling up that the appliance retailer has lost his early dominant role in merchandising electric bed coverings. Instead, blanket departments have become increasingly important outlets for this merchandise. Manufacturers agree that although the appliance dealer's unit volume may not be suffering his percentage of industry is most certainly declining. It seems unlikely that this trend will be reversed. But blanket manufacturers who distribute products through hard goods channels are interested in minimizing the speed of such a development.

There were few product innovations during the year but some may be in the offing. Several manufacturers think there is a market for a blanket using deluxe fabrics, probably of some new synthetic material. Colors and patterns are also being studied. One manufacturer points out that the industry has achieved its price reductions by "taking them out of the fabric". The time has come, he maintains, to put something "back into the textile end of the business."

The fabric is, of course, only half of the electric bed covering; there were few changes in the other half of the product, the electrical system. Universal late in the year introduced a blanket incorporating a signal wire instead of thermostats, becoming the first manufacturer to follow G-E's lead on that score. Other manufacturers remain skeptical of the signal wire, its benefits and its costs.

Blankets continue to represent the overwhelming bulk of the industry volume but a manufacturer of electric sheets at year-end was back-ordered on this merchandise and said he was "delighted" with the growth of the electric sheet.

Good activity (although in more limited quantities) was noted on the relatively new mattress pads.

As indicated earlier, the industry is looking forward to a still better year in 1957. The product is a growth product and, having reached a basic stage of acceptance, steady increases should be registered for some time.

Manufacturers, however, think that there is quite a bit that can be done to hasten the pace and size of such growth. Surprisingly, some now feel that the industry may have to begin talking frankly about a subject it has avoided for some time—safety.

One firm has conducted extensive motivational research during the past year and the studies indicate that among both owners and non-owners of electric bed coverings the outstanding attitude toward the product is one of anxiety.

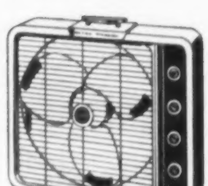
Other manufacturers are skeptical of such findings and feel that once a person uses an electric bed covering she loses all fear of the product. But they admit that the time may have come to concentrate less on price and more on an institutional approach to selling the product itself.

Such an institutional approach may not become apparent next year. It is a ticklish problem. The industry believes it has a product story to tell but is afraid that its efforts might boomerang and convince consumers that there really was something to worry about.

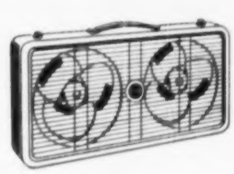
The industry's ability to tell such a story may well be a test of its maturity. Certainly it would provide ample confirmation of a fact which statistics already make clear—that electric bed coverings have become big business. *End*

"WHY NO, I THOUGHT YOU HAD THE KEY"

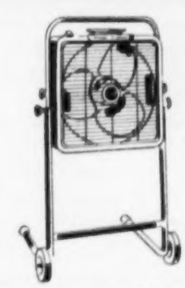
Build sales leadership with Lau!



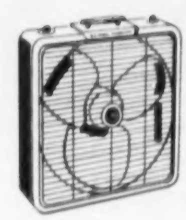
Ultra-Twenty (Models 2057-U, UB, UT, UP)—Four decorator colors! Recessed panel Saf-T-Eye, 3-speed switch, thermostat, electric reverse. Complete with spacers. Big 20" blades move 3950 cfm.*



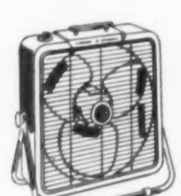
Twin Twelve (Model 1257-T)—Slim, trim, with new automatic thermostat! 3-speeds. Lightweight, portable; hangs on casement window in seconds. 16" x 32" x 5¼". Twin 12" blades move 3120 cfm.*



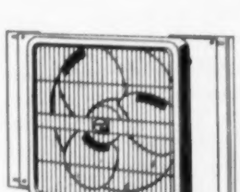
Super Porta-Breez (Model 1657-SPB)—New mobile air circulator; easily moved on non-scuff wheels. Height adjustable stand. Full 360° tilt. Popular Super Sixteen fan. Shipped complete in one space-saving carton.



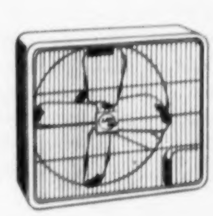
Super Twenty (Model 2057-S)—Popular 20" portable air circulator. Automatic thermostat. 3-speeds. 22" x 22" x 5¼". Spacer panels for window installation available. Big 20" blades move 3950 cfm.*



Super Sixteen, Super Twelve (Models 1657-S, 1257-S)—Portable air circulators, complete with Tilta-Breez stand. "Comfort Grip" handles. Sixteen: 18" x 18" x 5¼"; 3000 cfm.* Twelve: 16" x 16" x 5¼"; 2300 cfm.*



Special Twenty (Model 2057-RW)—Powerful low-cost fan. Electrically reversible! 5 position control. Built in adjustable spacer panel. Fits windows 30" to 38¾" wide. 20" blades move 3950 cfm.*



Powerflow Twenty-Four (Model 2454-WR2)— Cools an entire home. Quiet, belt-driven, 2-speeds, electrically reversible. Fits windows 31" to 36" wide. 26½" x 31" x 10". Moves 5500 cfm.*

*(Equiv. NEMA)

World's Largest Manufacturer of Air-Conditioning Blowers

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Remember: **See Us At The HOUSEWARES SHOW, Navy Pier—Chicago, Booths 529-531, January 17-24**

Electric Housewares

Sales once again run well over the billion dollar level but intense competition produces chaotic marketing conditions and profits do not keep pace with overall volume

AGAIN in 1956 the electric housewares industry ran well over $1-billion in estimated retail sales, and new records were again established in many categories as shown in the accompanying three-year table.

As pointed out in former years, figures contained in this table are definitely on the conservative side, since this tabulation does not take into account many items in the electric housewares field on which it is impossible to get reliable figures, such as coffee grinders, hair dryers, hot cups, water boilers, tea kettles, electric pressure cookers, egg cookers, knife sharpeners, vibrators, vaporizers, warmers, massagers, all of which total into sizeable yearly volume in both units and dollars.

Based on the $1,191,202,500 volume, the electric housewares industry ranks fourth in the entire appliances business. It is exceeded only by the combined refrigerator-freezer business; the combined laundry equipment industry including washers, dryers and ironers; and the combined radio-TV industry.

What Happened

The hectic conditions within the industry reported in our last electric housewares study (January 1956, p. 162) continued into 1956 as competition at all levels—manufacturing, distributors and dealers, became increasingly intense.

A disturbed pattern of distribution continued throughout the year, with discount operations of all kinds increasing and strengthening. Added impetus was given to catalog operations with many new companies coming into the business. (Catalog and discount operations are variously estimated to have accounted for anywhere from 25 to 50 percent of the 1956 volume, and the general opinion is that these operations are on the upswing).

Department stores in some trading area got back into electric housewares, and where they have competed at discount price levels, they are said to have made substantial inroads. However, in areas where they have raised prices to get about 15 percent profit, their business has been hurt.

Trading stamp or premium houses are reported on the upswing in 1956. Estimates ranging from three to 10 percent of the year's volume is credited to this type outlet.

It was a year in which everyone at all levels—distributor, dealer, catalog and manufacturer was willing to shave a price in order to make a sale.

Drop shipments direct from factories, loose advertising money, especially on the part of the "giants", and the prevalence of "deals" and "concessions" was the order of the day at manufacturing level.

While sales in units were better than 1955, dollar profits are a great deal less at all levels. It has become a consumer's market. And consumers are very "hep." They have accurate information on latest models, finishes, suggested retail price and latest catalog numbers. They shop from store to store, watch ads for "openings" where top brand merchandise is practically given away as loss leaders.

Many large major appliance operators, especially in the East where the trend is toward decentralized shopping centers, used housewares as promotional "gimmicks" to bring consumers into their stores. To prove to their customers that they give the lowest prices available, these operators practically gave electric housewares away. One retailer, for instance, said to do $1½ to $2-million a year overall, was satisfied with a profit on electric housewares of anything from 50-cents to $2 per item. These operators no longer talk percents, their main interest is dollars and cents profits per unit.

Fair Trade

Fair Trade has become very uninteresting to the trade in general. Even in New ork where Fair Trade is still on the books there isn't even a semblance of price maintenance.

However, to a question whether manufacturers will continue to set a suggested retail price on their merchandise, the general consensus is that manufacturers will continue to do so on the premise that the public is entitled to know what a manufacturer thinks his product is worth.

Price and Margin Cuts

The merchandising strategy of General Electric in cutting retail prices and distributor and dealer margin profits early in 1956 was listed by several informed sources as the most significant development in 1956. Opinions varied throughout the industry. Here are some pros and cons: "Essentially the dealer and distributor margins are sufficient, although the G-E squeeze caused a great deal of crying—but there always has been a lot of hollering especially on the part of distributors."

"Not much has been proved as yet, over the last 12 months. However, this conflict of market strategy has had a beneficial effect upon the whole industry. It has blown fresh air through the pricing formulas and will eventually work itself out to everyone's satisfaction. For many years we have gone along on a certain standard formula, which everyone maintained. This conflict must inevitably develop benefits to all concerned."

"The fact that few manufacturers, if any, have followed their lead indicates a strong reservation in the minds of other makers as to the wisdom of the move."

"The G-E cut and terrific promotional expenditure did raise hob in the industry."

"So far as dealer margins are concerned, there is enough profit in the current picture for them if they do not give an undue amount of it away."

"G-E's cut didn't affect our area—it just affected a smaller additional discount to dealers and had no effect on retail sales prices."

"Its a good tool to compete with discounters."

"Where dealers are having difficulty under the new G-E setup only lack of promotional effort is the cause, since any money a dealer spends in promotion is re-imbursed by G-E."

Inventories

While no items are reported in short supply, no big inventories are reported at any level. Stockpiles that do exist are mainly in the hands of manufacturers. Distributors' merchandise on hand is expected to melt with Christmas demand.

Prices

Even at a time when price-cutting seemed the most severe, several manufacturers found it necessary to increase prices in order to maintain quality of their product, and during the last quarter a few more manufacturers announced increases. Just how much of these increases will be passed on to the public is problematic.

The Distributor's Picture

Summing up the distributor's declining position in electric housewares industry, we quote the following commentaries:

"Wholesaling or distributing," one observer says, "is falling into lower and lower repute. Certain distributors are doing a wonderful merchandising job, using cooperative funds creatively, doing creative selling at the dealer level, arranging demonstrations and doing the many things which the word "dis-

THREE YEAR SALES SUMMARY OF ELECTRIC HOUSEWARES

	1956		1955		1954	
	Number Sold	Retail Value	Number Sold	Retail Value	Number Sold	Retail Value
BED COVERINGS	**1,950,000**	**$54,600,000**	**1,460,000**	**$44,530,000**	**1,104,000**	**$37,812,000**
BLENDERS	**465,000**	**16,250,000**	**405,000**	**14,415,000**	**296,000**	**11,825,000**
BROILERS	**750,000**	**29,962,500**	**1,545,000**	**77,172,700**	**1,550,000**	**75,950,000**
CLOCKS	**9,750,000**	**65,812,000**	**7,200,000**	**50,040,000**	**6,900,000**	**47,955,000**
COFFEEMAKERS	**5,100,000**	**98,685,000**	**3,675,000**	**71,662,500**	**3,269,000**	**65,053,000**
COOKER-FRYERS	**1,350,000**	**20,925,000**	**1,925,000**	**33,687,000**	**1,693,000**	**37,077,000**
CORN POPPERS	**640,000**	**3,168,000**	**780,000**	**4,040,400**	**815,000**	**4,605,000**
FRYPAN-SKILLET	**6,300,000**	**113,085,000**	**2,660,000**	**50,540,000**	**1,100,000**	**26,400,000**
HEATERS, ELECTRIC:	**1,811,000**	**52,124,000**	**1,680,000**	**50,113,500**	**1,432,000**	**37,452,500**
Fan Forced & Fan Htrs.	976,000	19,032,000	880,000	17,160,000	850,000	16,787,500
Non-Fan Forced*	290,000	6,960,000	270,000	6,480,000	257,000	6,040,000
Wall Type	545,000	26,132,000	530,000	26,473,500	325,000	14,625,000
HEATING PADS	**2,215,000**	**13,179,000**	**1,980,000**	**12,177,000**	**1,672,000**	**10,450,000**
HOTPLATES	**760,000**	**6,042,000**	**950,000**	**7,362,500**	**946,000**	**7,180,000**
IRONS:	**8,715,000**	**122,743,500**	**7,930,000**	**112,871,000**	**6,536,000**	**95,869,000**
Automatic	2,130,000	21,193,500	2,495,000	25,575,000	2,215,000	22,748,000
Steam	6,150,000	98,092,000	4,995,000	83,666,000	3,921,000	68,421,000
Travel	435,000	3,458,000	440,000	3,630,000	400,000	4,700,000
MIXERS, FOOD	**4,245,000**	**119,332,500**	**3,240,000**	**103,151,500**	**2,865,000**	**94,142,000**
Standard	1,600,000	70,400,000	1,615,000	71,464,000	1,591,000	70,000,000
Portable	2,645,000	48,932,500	1,625,000	31,687,500	1,274,000	24,142,000
ROASTERS	**225,000**	**9,000,000**	**330,000**	**13,183,500**	**350,000**	**13,982,500**
SHAVERS	**6,900,000**	**145,600,000**	**4,750,000**	**121,125,000**	**3,957,000**	**106,839,000**
TOASTERS, AUTOMATIC	**3,625,000**	**68,693,000**	**3,250,000**	**59,312,500**	**3,105,000**	**58,840,000**
WAFFLE IRONS — SAND. GRILLS	**965,000**	**19,250,000**	**995,000**	**18,905,000**	**928,000**	**17,354,000**
TOTAL SMALL HOUSEWARES		**$ 958,451,500**		**$ 844,289,100**		**$ 748,786,000**
FANS:						
Desk & Bracket	2,400,000	47,850,000	2,525,000	50,373,000	3,924,000	93,195,000
Hassock or Floor	135,000	6,682,000	250,000	10,464,000	406,000	17,052,000
Window Ventilating	2,525,000	119,937,000	1,645,000	82,168,000	1,425,000	79,643,000
Portable Roll-Abouts	270,000	18,090,000	165,000	12,787,000	175,000	12,775,000
Ventilating, Wall & Ceiling	1,150,000	40,192,000	860,000	30,100,000	825,000	30,937,500
TOTAL FANS		**$ 232,751,000**		**$ 185,892,000**		**$ 233,602,500**
GRAND TOTAL		**$1,191,202,500**		**$1,030,181,000**		**$ 982,388,500**

* Includes Radiant Glass Panel Portables

MORE▶

tributor" implies. On the other hand, other distributors in the same market have no concept of any of these activities. They deal only in price, and frequently don't even use co-operative funds available to them.

"Yet, under the Robinson-Patman Act, all are treated equal. There is no reward or incentive for the creative distributors. There's no incentive for loyalty to lines under present saturation methods of distribution, because lines are found in every important house in every area. There's no pride in distributor portfolio of franchise lines. Actually, franchises have grown to have little or no meaning.

"There's a growing loss of prestige in the word "wholesaling."

"Wholesalers are manipulated by manufacturers and retailers with a consequent lowering of morale. Over the last 50 years we have seen the gradual disappearance of wholesalers in soft goods, groceries, drug and many other related lines. As electric housewares develops more into commodity type merchandise with less need for creative selling, with more and more goods moving direct from manufacturer to large retailer, there's no reason for a wholesaler to have a deep faith or great optimism in any growth consistent with our economy."

Advertising Dollars

The industry has never put as much money into consumer advertising as they did in 1956. And they will continue to do so in 1957. But the pattern is changing. There's a slight trend away from the staggering TV advertising costs, back to more direct advertising at local levels. Sunday supplements are now the favorite medium. With the use of Sunday supplements in local papers it is easier to get dealers to spend some money in their local papers, thereby making it a tie-in. For the long pull, these same manufacturers plan to put increased dollars into national advertising mediums. The customer will be thoroughly pre-sold and pre-conditioned. Some plan to increase both TV and magazine schedules. Others are cutting back on TV for 1957.

Color

Colored appliances were popular in 1956. Next to white, yellow is reported the most popular color for electric housewares in 1956. Pink and turquoise come next. Chrome and copper were also popular in some items. Color preference, it is predicted, will change from time to time, and smart manufacturers will emphasize those colors which are most popular in a given year.

Predictions

The year ahead is predicted to be a tough one. The battle between the giants will continue, and the problems of survival of smaller companies will become more acute. "More big guys will buy more little ones at the manufacturers level" one observer predicts.

"Extra profit deals on the part of manufacturers and distributors will "tighten up" because they are finding these deals are backfiring," said another. He continued:

"With increased costs of labor, material and general sales promotion expense, manufacturers are finding themselves caught in a squeeze between higher operating costs and a clamor for wider discounts. As a result, in spite of the greatest volume ever done, a great number of manufacturers are barely breaking even."

FRYPAN-SKILLETS

Frypan-skillets held the spotlight in 1956. They were the glamour appliance of the industry. Another record was chalked up, with 6,300,000 units sold. For only its second full year on the market (they were originally introduced by Presto and Sunbeam in early 1954, but didn't reach full national distribution until late that year), this appliance has shown phenomenal growth.

	Units	Avg. Ret. Pr.	Est. Dollars
1954	1,100,000	$24	$26,400,000
1955	2,660,000	19	50,540,000
1956	6,300,000	18	113,085,000

A total of approximately 10,000,000 units in three short years.

And that is only the beginning according to industry seers. A long steady growth is predicted for the frypan. Unlike the deep-fryer, it is not a fad. It has every indication of developing into a staple providing, as it does, a long-sought basic cooking need. With the application of thermostatically controlled heat it provides the homemaker with a fool-proof means of frying, braising, casseroling, simmering without fear of scorching or burning at temperatures ranging from simmer to 450 degrees F.—a feature manufacturers of both gas and electric ranges have only recently been able to provide for top-of-stove surface cookery, (and this feature is usually found only in top-of-line models.) The frypan has the added advantage of making this very desirable feature available at popular suggested retail prices—from $14.95 to $27.95—on regular 110-volt a.c. current.

Square and round models were available in a complete range of sizes from 7 to 12 inches in 1956 (the 10 to 11½ inch square models are said to have sold in greatest volume.)

A number of rectangular, griddle type units were also available for quantity serving, for pancakes, etc.

Predicated on the premise that consumers, once educated to controlled heat cooking, tend to the use of more than one frypan in preparing a meal, several producers provided a line of sizes. If this trend continues, saturation will not be limited to one unit per wired home.

Practically all 1956 brands were immersible for cleaning. They featured sealed-in tubular elements cast into the bottom of the pan. Some brands have a thermostatic control located in a detachable plug. Others have detachable elements that clamp onto the pan. The combination plug and thermostat is offered as an interchangeable device from one pan to another by one company.

Frypan-skillets make a handsome, useful gift especially for brides setting up housekeeping in small apartments equipped with only 2-burner gas plates. They are equally acceptable to college students and career girls who entertain informally, as well as to the mother of a family faced with the need to hold meals at serving temperature without scorching or drying out over a varied period of time.

Companies making frypan-skillets today total around 29 or 30. They include such outstanding brand names as Camfield, Casco, Dominion, Dormeyer, DuWal, Eastern Metal, Farberware, G-E, Knapp-Monarch, Kord, Lasko, Merit, Presto, Son-Chief, Sunbeam, Toastmaster, Universal, West Bend and Westinghouse.

STEAM IRONS

Another 6,150,000 steam irons were sold in 1956. This tops the previous record year of 1955 by 1,155,000 units, and represents a gain of 23.1 percent.

In popular appeal distributors and dealers in all trading areas listed steam irons a close second to frypan-skillets, and the final figures bear out their judgment. Frypans exceeded steam irons by onyl 150,000 units.

Steam irons in one form or another have been on and off the market since as early as 1926. It took ten more years (1936) for a practical, working model to be introduced. And these early models were heavy, bulky and cumbersome. Distilled water or water that had previously been brought to the boiling point was required. They had an extremely short life expectancy.

It wasn't until 1947 that we were able to get a reliable record (1947 Census of Manufacturers) of the number of units sold in a year. And, while over 1-million units were sold in that year, they were still regarded as a novelty—something to use for special pressing needs, in conjunction with a good automatic dry iron.

Steam irons really began to roll in 1951 when 2,100,000 units were sold. By that time the leading makers were producing light weight, easy to fill and equally easy to empty models. Distilled water was no longer a problem, since stainless steel was beginning to make its appearance in many water reservoirs, and 1951 models could be used equally well as either dry or steam irons.

In 1953 volume doubled with 4,250,000 units sold. It was clear that as steam iron volume increased, automatic dry iron volume slowly declined:

	Automatic Dry	Steam
1951	4,950,000	2,100,000
1952	2,795,000	2,855,000
1953	2,720,000	4,250,000
1954	2,215,000	3,921,000
1955	2,495,000	4,995,000
1956	2,130,000	6,150,000

The 1956-7 steam dry irons are all high styled, efficient units. Boiler type models provide longer steaming periods; the flash-type units provide practically instant steam for the shorter periods. All the irons are highly perfected, lightweight, well-balanced. Proctor re-entered the steam iron field with a new flash-type model in July 1956. Toastmaster also added a new steam iron to their

(Continued on page 185)


MAYTAG
invades
new price class!
NEW "Highlander" AUTOMATIC SETS SALES RECORDS IN 52 CITIES!
Now Maytag covers the washer front with models for the upper
89% of the market that delivers *all* the real profit to dealers!

Announcing the all-new

LOWEST PRICED

AUTOMATIC WASHER and DRYER IN MAYTAG HISTORY!

Now! Get a full-profit margin even after a $50 trade-in!

Now Maytag Dealers invade a new price class with the perfect step-up from the stripped-down price leaders of other makes. And it's a natural stepping stone to Maytag's SUPERMATIC or top-of-the-line *All-Fabric* Automatic.

TWICE THE FEATURES OF ANY OTHER AUTOMATIC IN ITS PRICE CLASS!

The new MAYTAG *"Highlander"* was designed to offer famed Maytag features, performance and quality to the many women who thought they could afford only an ordinary make. Add to this the one feature that lets you *keep* customers and profits: Maytag Dependability.

The sum total? The new *"Highlander"* washer not only *doubles* the sales potential of every Maytag Dealer, but gives him a full-profit margin even after a $50 trade-in!

A "SOLD OUT" SUCCESS *in introductory markets!*

LOS ANGELES . . .
"In one month, Maytag sales in this city more than doubled." MAYTAG WEST COAST CO.

NEW YORK . . .
"Dollar volume in Maytag Automatics up 200%." NEW YORK DEALER

CHICAGO . . .
"Sold a carload of 'Highlanders' in one day." CHICAGO DEALER

CLEVELAND . . .
"'Highlanders' helped sell 16 Maytag All-Fabric Automatics, too." CLEVELAND DEALER

NEW MAYTAG

PAIRED FOR PROFIT

Now MAYTAG offers a complete line...

ALL-FABRIC AUTOMATIC

- Cold Water Wash and Rinse (as well as Hot and Warm)
- Two Speeds
- 926 Lint Removers
- Suds Saver
- Full-time Safety Lid
- Automatic Water Level Control
- Automatic Unbalance Switch
- Rustproof Cabinet

NO-VENT DRYER

- No Vent
- No Pans
- Double Insulation
- True Temperature Control
- Full-time Safety Door
- Rustproof Cabinet
- Super-size Lint Trap
- Pushbutton Heat Selectors
- 115 or 230V

SUPERMATIC WASHER

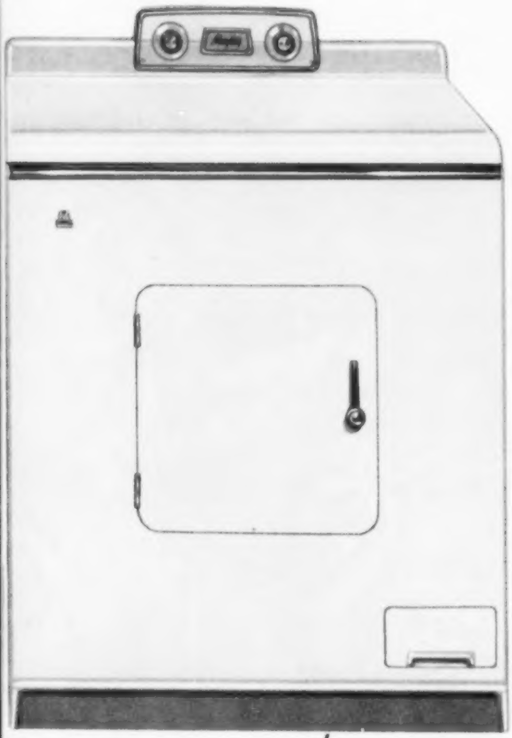
- Delicate Fabrics Cycle
- Automatic Water Level Control
- Full-time Safety Lid
- 926 Lint Removers
- Vibration-free Balancing
- Automatic Unbalance Switch
- Rustproof Cabinet

MAYTAG IS ON THE MOVE ...MOVE WITH

MA

AT EVERY PRICE!

the line that makes sense...makes sales!



SUPERMATIC DRYER

- Full-opening Safety Door
- Variable Heat Control
- Super-size Lint Trap
- Fully Flexible Timer
- Ozone Lamp
- Porcelain Top and Drum
- Rustproof Cabinet

"HIGHLANDER" WASHER

- *Fully* Automatic
- *Fully* Flexible
- Lint Remover Tub
- Safety Switch
- Flush-to-wall Installation
- Modern High Back Panel
- Rustproof Cabinet
- Maytag Dependability

"HIGHLANDER" DRYER

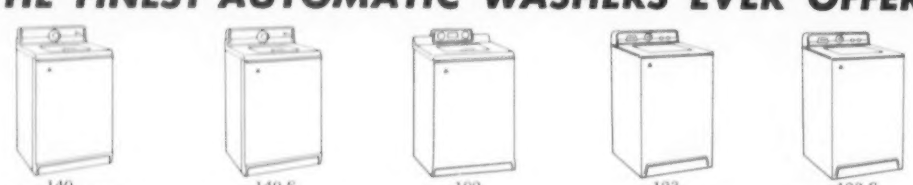
- *Fully* Automatic
- Variable Heat Control
- Automatic Timer
- Safety Door
- Smooth, Even Drying
- Super-Sized Lint Trap
- Rustproof Cabinet
- Maytag Dependability

AYTAG

VISIT MAYTAG ...the home laundry specialists

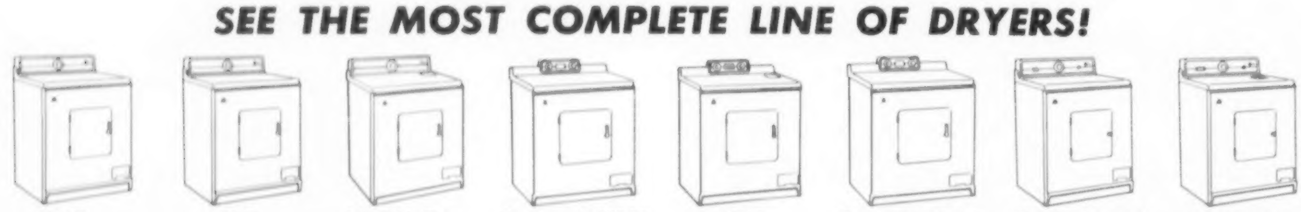
...Suite 11-105 in The Merchandise Mart

SEE THE FINEST AUTOMATIC WASHERS EVER OFFERED!



140 Maytag *All-Fabric* Automatic — 140-S *All-Fabric* with Suds Saver — 102 *Supermatic* — 123 *Highlander* — 123-S *Highlander* with Suds Saver

SEE THE MOST COMPLETE LINE OF DRYERS!



640-W Electric *No-Vent* Dryer — 640-C Electric Air-Flow Dryer — 740-C Air-Flow Gas Dryer — *Supermatic* 602-W Water Extractor Electric Dryer — 701-C Gas Dryer — *Supermatic* 601-C Air-Flow Electric Dryer — *Highlander* 65-C Electric Dryer — *Highlander* 75-C Gas Dryer

SEE AMERICA'S BEST-SELLING CONVENTIONALS!

Maytag *Master* — *Commander* — *Chieftain*

SEE <u>ALL</u> THAT'S NEW IN HOME LAUNDRY...

MAYTAG

Electric Housewares

continued

line at the same time. For a detailed listing of the features of the 18 makes now on the market, see EM, December, 1956, p. 56.

The Market

The market for steam irons, like that of automatic dry irons for a good many years, is a continuous one, regardless of mounting saturation. It is predicted that steam irons will follow closely the previous pattern of the automatic drys, which in spite of almost 100 percent saturation, totalled from five to seven-million units a year for a good many years.

Daily and weekly use of irons varies from family to family, and determines the average life of any iron. Obsolescence, for that reason, is an important factor when considering the yearly steam iron market. Average life of a steam iron depends on a number of factors: (1) the amount of use the iron is subjected to. Large families, for instance use the steam iron many times a day. Not only by the women in the family responsible for the bulk of the ironing, but by all other members who use it for quick pressing and touch-up jobs, for dressmaking, for reviving matted velvets, tired millinery, etc. (2) In hard-water areas the average life of a steam iron is materially lessened. So, the smart merchandiser of electric housewares should include in his line not one but a variety of reliable makes representing the best in the two main types in order to satisfy all his customer's needs.

It's surprising to observe, in face of the continuing market for this product that in the past few years more than half the yearly volume was captured by a single well-known brand. This indicates a lack of initiative on the part of other manufacturers who have a good product—a bowing to the seeming inevitable, which is not the usual atttitude taken in this highly competitive electric housewares industry.

Predictions

"Steam irons, like automatic dry irons in their heyday, should eventually reach a yearly volume of 7-million-plus."

AUTOMATIC COFFEEMAKERS

Automatic coffeemakers hit mass market proportions again in 1956 with a new record in unit sales of 5,100,000. The estimated average retail price remains at the $19.95 level, although many deluxe models in chrome and coppertone finishes ranged up to $29.95 and $32.95.

Again in 1956 leading distributors throughout various trading areas rated coffeemakers among the first five appliances as volume producers.

While the average retail price for automatic percolators is set at $19.95, there is a wide divergence in price ranges according to brands. In addition, some leaders, in an endeavor to capture some of the medium priced market, added promotionally priced models to their regular line. An increasingly large number of models were sold in the $10 to $12 range. Some industry observers estimate that these lower priced models represent close to half, if not half, the total unit volume for the year. Stamp plan and premium houses, drug stores and supermarkets are said to have moved a large portion of these lower-priced units. Specialty appliance dealers and credit jewelers, on the other hand, accounted for the bulk of the higher priced units.

New Models

Several new automatic percolators were introduced in 1956. Hoover entered the field for the first time in 1956 with a 9-cup model; Silex made a bid for more of the coffeemaker dollars with a new medium priced, 8-cup automatic percolator; other companies are said to be joining the ranks in 1957.

Universal introduced deluxe 8 and 10-cup Coffeematics with 5 new features; Westinghouse introduced a 10-cup model with a new type pump; Cory brought out a 10-cup Capri in the $19.95 price bracket.

There's no question about it, coffee is America's favorite beverage and percolator the favorite way of brewing. These facts were brought out once again by a recent national survey on coffee consumption habits in the U.S., made by the Pan-American Coffee Bureau. The survey revealed that American people drank a total of 300-million cups of coffee on a typical winter day in 1956. On a per capita basis this is an average of 2.68 cups for every person, (armed forces excluded) 10-years old and over. This is approximately the same rate as in 1955, and is 12.6 percent greater than in 1950. Out of every 100 cups consumed 82 were drunk in the home.

Geographically, the heaviest coffee-drinking areas were the Mountain and Pacific States; the lightest the Southwest.

A geographic breakdown of how regular coffee was made by geographic areas in 1956 revealed that 64 percent of the homes where regular coffee is served use percolators, as follows:

	East %	North Central %	South %	West %	Total %
Percolator	70.5	60	62	59	64.0
Drip	19.0	24	24	21	22.0
Vacuum type	7.0	9	4	13	7.5
Coffee pot or pan	3.5	7	10	7	6.5

Instant Coffee Trends

Merchandisers of automatic hot-water boilers, water kettles, hot cups and tea kettles as well as automatic coffeemakers should be interested to learn that the survey further revealed that instant (soluble) coffee drinking continued to rise in 1956. 24 percent more cups were drunk in 1956 than in 1955, and nearly twice as many as in 1953. About 25 percent of all coffee drinkers drank instant coffee occasionally, while only 17 percent drank it exclusively. The geographic pattern of instant coffee consumption has changed in the past three years. In 1953 the Middle Atlantic States had the greatest per capita consumption; in 1956 the per capita consumption in that area was only slightly above the national average; as follows:

Instant Coffee Use 1953 and 1956

Geographic Areas	Per Capita Consumption 1953	1956
New England	.26	.51
Middle Atlantic	.39	.55
East North Central	.25	.55
West North Central	.11	.27
South Atlantic	.24	.61
East South Central	.22	.36
West South Central	.11	.18
Mountain	.21	.31
Total	.26	.46

MIXERS

The mixer industry topped the 4-million mark in unit volume in 1956, with a total of 4,245,000 units, both standard and portable. This increase of 31 percent over the previous record year of 1955 represents a little more than a million units.

For standard mixers, however, it was an off year. Decreases from the previous banner year (1955) of from 5 to 40 percent were reported by leading suppliers. An estimated total of 1,600,000 units were sold at an average retail price of $44.00. This represents a slight decrease from the 1955 unit volume.

Portable mixer sales, on the other hand, made a new record with 2,645,000 units sold in 1956. This represents a 62.8 percent gain over the previous record year of 1955, when 1,625,000 units were sold.

Portables have steadily forged ahead in the past five years, and in the following table it is interesting to observe the yearly progress of portables as they take a greater percent of the total unit volume each year. Standard mixers, on the other hand while holding their own in units, show a decline in their percent of the total mixer market.

5-Year Sales Comparison Portable vs Standard Mixers

(Units)

	Total Mixers Sold	Portable Units Sold	Percent Total	Standard Units Sold	Percent Total
'52	1,830,000	455,000	24.9	1,375,000	75.1
'53	1,885,000	615,000	32.6	1,270,000	67.4
'54	2,865,000*	1,274,000*	44.5	1,591,000*	55.5
'55	3,240,000	1,625,000	50.2	1,615,000	49.8
'56	4,245,000	2,645,000	62.3	1,600,000	37.7

* '54 Bureau of Census

In other words, portables are making their own independent gains and are carrying the mixer industry into mass market proportions so far as unit volume is concerned.

A similar comparison of dollar volume presents an entirely different picture. The big-ticket standards quickly build up dollar

MORE▸

volume, and it takes almost three times the effort selling portables to arrive at the same dollar volume:

5-Year Sales Comparison Portable vs Standard Mixers

(Dollar Volume)

	Total Mixers	Portables	% Total	Standards	% Total
'52	$69,122,250	$8,622,250	12.5	$60,500,000	87.5
'53	67,534,200	11,654,200	17.3	55,880,000	82.7
'54	94,142,000*	24,142,000*	25.6	70,000,000*	74.4
'55	103,151,500	31,687,500	30.7	71,464,000	69.3
'56	119,332,500	48,932,500	41.0	70,400,000	59.0

*Bureau of Census.

The leveling off of 1956 standard mixer sales is regarded with mixed feelings in the industry. In some quarters it is considered an indication of the beginning of a gradual decline for the larger units in favor of portables. This group are of the opinion that standards will hold at a volume of one to 1½-million a year for some years to come, while portables will continue their present rate of yearly increase. Reasoning behind this opinion is based upon the fact that mixes, frozen juices and other new food-processing techniques being introduced are obsoleting many of the former household chores done by standard mixers, such as juice extracting. Present industry selling trends are another factor stacked against standards. Little or no sales promotion and practically no demonstrating is being done on electric housewares. The bulk of sales go over the counter. This naturally is bound to take its toll from appliances such as the standard mixer, that needs constant demonstration and sales promotion.

On the optimistic side are the group who regard 1956 as merely an off-year which is to be expected every so often with any highly saturated appliance which has become a staple in the American home. In this group are suppliers who report that higher-priced, quality merchandise, especially the combination mixer with such popular attachments as the food-chopper or meat grinder, sold better in 1956 than the cheaper models.

Another favorable factor is the new interest that many kitchen planners have been exhibiting in the standard mixer. Practically every kitchen planned today includes a food preparation center with provisions for a standard mixer. If new housing starts in the next few years keep pace with recent years, not to mention the thousands of old kitchens that are scheduled for remodeling each year, then the market for standard mixers should continue to be a good one.

Portables, these same optimists believe will continue to increase in volume. They in no way interfere with standard mixer business, rather, they play an important overall educational role, educating the new homemakers in the need for a food preparer as her family grows. They are highly desirable as gifts or as first purchases for brides. For the settled homemaker with a family of any size, the full standard mixer is the answer.

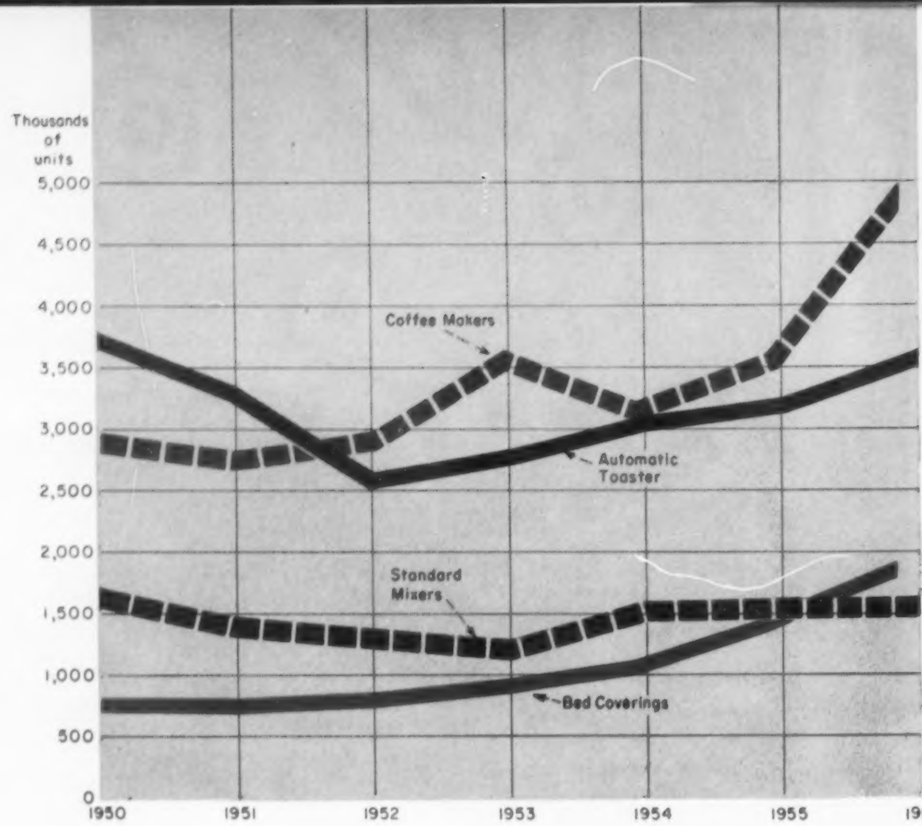
Catalog houses, where there is no sales influence other than the printed page from which a customer makes his own selection, are doing an outstanding standard mixer business.

Following the general trend toward dual and multipurpose products, attachments for standard mixers were reported as unusually popular in 1956 on some brands. Leading attachment is the food chopper and meat grinder. Next is the vegetable slicer, and finally the can opener.

Color, including copper and chrome, was available in all leading mixer brands for 1956. Chrome enjoyed great demand, and next to white, yellow is reported most popular. Turquoise and pink ran second.

Predictions

All leading mixer makers agree that 1957 will be a tougher year for manufacturer, distributor and dealer, with competition even keener than it was in 1956. Further confusion in the area of pricing and discounts is expected in the mixer business as well as the overall electric housewares field. And some makers report extensive plans for accelerated programs in demonstration at consumer level, extended consumer and trade advertising, and some increases in pricing structures.



GRAPH I. Progress of Electric Housewares, Staples 1950-1956

BLENDERS

Blender sales jumped from 405,000 units in 1955 to 465,000 in 1956. While the increase is only 60,000 units, or a gain of only 14.8 percent over the previous year, for this product this is an indication of progress.

Blenders have not yet arrived at mass market proportions enjoyed by many other electric housewares items. They are still in the specialty appliance class, requiring demonstration, sales promotion and consumer education. For that reason, operators who only do business in carload quantities have thus far shied away from blenders. The bulk of the sales consist, not of a comparatively few orders in carload quantities, but rather from a large number of small orders.

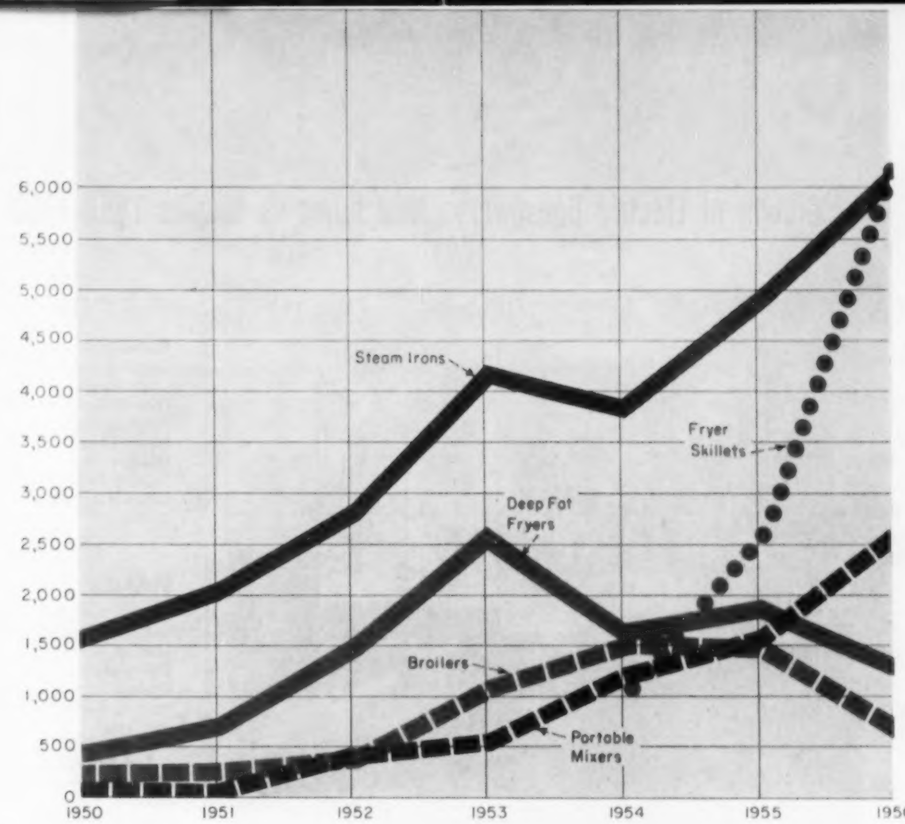
Leading makers engaged in vigorous educational campaigns in 1956 in an endeavor to educate consumers to the fact that a blender has many uses in the home over and above drink mixing. It has been a hard, uphill, expensive job. So, when gains are reported averaging from 12 to 18 percent in a year in which most electric housewares purchases were carried away from stores in their original cartons without benefit of demonstration or salesmen, then it's safe to say progress was made in this item.

Trends

A new trend, first noted in 1955, of converting the blender base into a powerpack unit for use with a variety of accessories, thereby increasing its use value in the home, was further accelerated in January, 1956, with the introduction of an ice crusher attachment for the Waring Blendor base and the introduction of a can opener attachment, also a juicer-slicer-shredder for the Osterizer in July. Other multi-purpose units (NuTone and Shetland Foodsmith) were also introduced in 1956, both featuring the blender as an important accessory.

HEATERS

Ever since 1953, when the room air conditioner business first topped 1-million units, the electric home heating business has been on the increase as utilities, in an endeavor to balance summer air conditioning peak loads, became interested in various types of electric home heating. Each year more power companies have embarked on aggressive electric heating programs, and we are told a few Rural Electrification Authorities are also showing signs of interest in electric heaters. The result is that sales of auxiliary heating equipment of all types has been on the increase in the past three years, as shown in the tabulation which follows:



GRAPH II. Progress of Electric Housewares New Items 1950-1956

	Fan-Forced and Fan Heaters Units	Non-Fan Heaters Units	Wall Types Units
1954	850,000	257,000	325,000
1955	880,000	270,000	530,000
1956	976,000	290,000	545,000
	2,706,000	817,000	1,400,000

Again in 1956 portable fan-forced units were most popular, selling at a ratio of a little over 3-to-1 against non-fan units. Wall types, which include built-in and clip-on panels as well as baseboard units also include radiant glass models. Non-fan totals also include radiant glass non-fan portables.

Production and sale of the various heater types varied among different suppliers. Some reported considerable increases over their 1955 volume, while others were slightly behind, but in no case was the decline enough so that a good cold snap at year's end wouldn't bring 1956 volume up to their 1955 total.

Weather, many heater producers still contend, is a determining factor in heater sales. This fact is partially borne out by the monthly sales curve shown in NEMA members' monthly sales reports. September, October and November accounted for more than half (54 percent) of the total yearly volume in 1953, 1954 and 1955.

Weather in the southwestern states and some of the Rocky Mountain states was mild. As a result heater sales were down in these areas. On the other hand, the Pacific Northwest experienced abnormally cold weather and sales were up. The southeastern states, always a good heater territory, produced increased heater sales in 1956.

Trends

Fan-forced, built-in wall heaters lead the market on the West Coast. Thermostatically controlled units—both portable and built-ins—were definitely in demand in all markets. Baseboard heaters are picking up in the Northwest and Southeast. In the glass heater classifications, baseboard panels vie with wall and portable panels for first place.

Portable heaters in the past few years have become specialized appliances designed for special uses. Even in well-heated homes and offices one or more electric heaters are found to fit special needs of special individuals—children, invalids, old people, and those who are sensitive to drafts and cold air.

Then there are those functions an electric heater can perform which are not possible with central heat. For instance, a small heater can warm up a bathroom quickly. It can provide occasional heat for normally unheated areas such as basements, playrooms, workshops and garages. Other uses include summer cottages, cabins, hunting lodges and guard shacks. Many people use electric heaters on cool summer nights when the central heating system is off. In areas of the Southwest where heat is so seldom needed, an expensive central system isn't warranted.

Important features found in the 1956 portable heaters include automatic thermostats that turn the heat on when room is cool and off when the temperature rises. Fans circulate warm air throughout the room. Tip-over switches to safeguard the heater by turning it off when it is accidentally knocked over, and a choice of two heats are other features found in some models.

Inventories

Mild weather in many areas in the fall of 1955 resulted in some carryover of stocks into 1956. However, distributors and dealers ordered on a very conservative basis during the year, with the result that the heater business is expected to wind up 1956 in a very happy position inventory-wise.

The electrical contractor and heating specialists are the main factor in built-in heater business, with builders of housing projects becoming increasingly interested in built-ins for bathroom, playroom, laundry room. On portables, appliance dealers and department stores again proved to be the best outlets. The amount of business done through discount operators is reported to be negligible.

Predictions

A steady, continuing growth is anticipated for electric space heaters in all categories. In the past, utilities took a dim view of electric heating for two reasons: (1) because it was a seasonal load product. (2) because they didn't like to argue with customers over high bills. Now, however, faced with the necessity of balancing the peak summer load caused by room air conditioners, utilities are definitely interested in heaters. And with this stumbling block out of the way, electric heating should continue to grow by leaps and bounds.

TOASTERS

Automatic toaster sales again held their own in 1956, topping 3-million units for the third consecutive year as follows:

	Units	Avg. Price	Value
1954...	3,105,000	$18.95	$58,840,000
1955...	3,250,000	18.25	59,312,000
1956...	3,625,000	18.95	68,693,000

This 1956 unit volume is second only to the record year of 1950 when the Korean war scare boosted automatic toaster sales to 3,795,000 units. Except for the two years 1952 and 1953 when automatic toaster sales dropped slightly below 3-million (1952, 2,-650,000 units and 1953 2,825,000 units) automatic toaster sales have been averaging well over 3-million units a year since 1948.

While the average retail price in 1956 was $18.95, higher priced, quality units are reported as representing a good portion of the overall volume. However, some suppliers are of the opinion that the toaster business remained high in 1956 mainly because of lower prices which were established in some brands early in the year.

Demand held steady through the year, according to NEMA members' monthly reports. Starting with March 1956 through June sales of this manufacturing group showed gains of from 16 to 50 percent over the same month in 1955. This bears out the contention that the toaster industry went into 1956 with a pretty clean slate so far as inventories are concerned. This same inventory situation, we are told prevailed at the close of 1956.

The Market

In the 30 years since its invention, the automatic toaster has evolved from a crude, boxy novelty to a beautiful, streamlined, efficient necessity in every American home. It has become one of the most popular appliances in the kitchen, in constant use throughout the day. Americans enjoy toast for breakfast, toast for sandwiches, toast for TV snacks, and many other uses. Latest models are available in one, two and three-slice models. They have been developed to a high degree of automation. Some models automatically lower and

MORE ▸

lift bread slices into and out of the toasting well. Thermostatic controls make it possible to dial the exact degree of brownness desired, and some have a moisture sensing device which controls toasting time for various types of breads.

Saturation

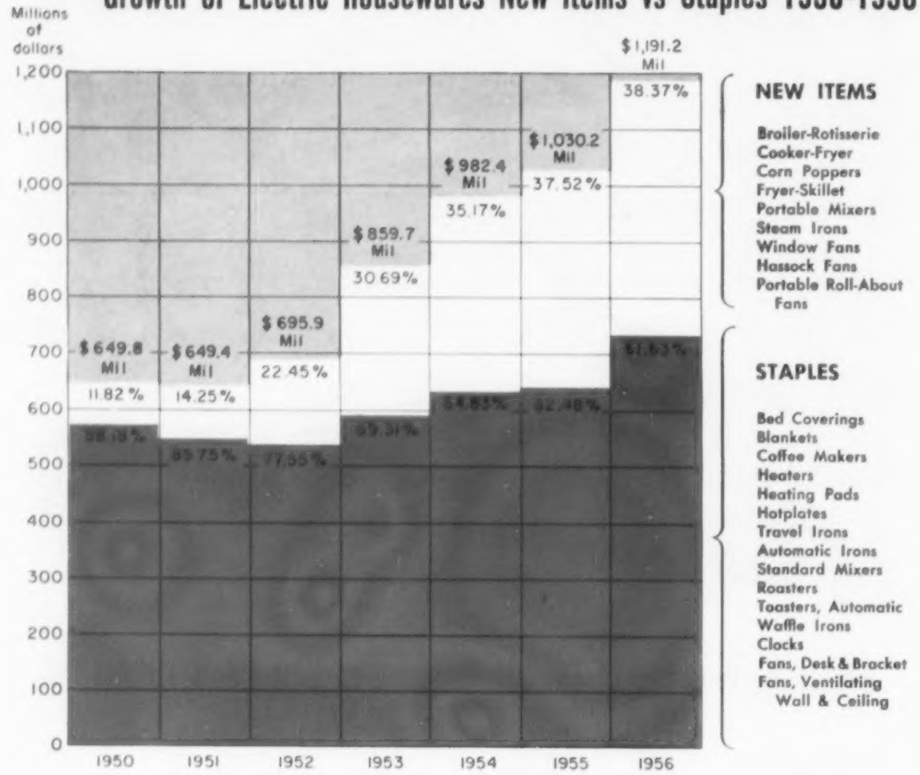
In the nine year period from 1948 through 1956 inclusive, mentioned above, 29½-million units have been sold. Figuring the average life of an automatic toaster at from 12 to 15 years, these 29-million toasters won't be due for replacement for another three to ten years, unless something new in toasters is introduced to quicken their obsolescence. Roughly about 40 percent of total yearly sales represents replacements of old, worn out models. This means that toaster ownership has reached a total of 36,538,000 or 77.1 percent of the total 47,415,000 wired homes in the country. The number of automatic toasters actually in use today, however, far exceeds this total, because many toasters still in use range in age up to 25 years. In addition, many homes today have more than one toaster.

New Models

The "something new" in toasters may already have arrived. Several companies including GE, Silex and Lindavap to mention a few, introduced dual-purpose toaster units in 1956, that is combination toaster-ovens and combination toaster-broilers. It's a little early to say, but these combinations might well be the type unit that will speed up toaster obsolescence.

Hamilton Beach, well known in the mixer field, added a conventional type 2-slice toaster to their line in 1956.

Growth of Electric Housewares New Items vs Staples 1950-1956



SHAVERS

The electric shaver industry reached an all-time high again in 1956, with a total of 6,900,000 units sold at an estimated average retail price of $21.50. Compared to the previous record year of 1955, when 4,750,000 units were sold, this is a gain of close to 2¼-million units or 45 percent.

Lady shavers, which first became popular in 1955, and which were added to leading shaver lines in 1956, really caught on. Total sales for the year, originally expected to run about 500,000 units, exceeded all predictions.

Various industry estimates put the year-end lady shaver total at 15, 20 and 29 percent of the entire volume. Women who used them liked them. They provided a faster, cleaner, less messy way of removing leg and underarm hair. And the dainty, lightweight cases in a selection of colors made attractive, highly desirable gift merchandise. Retail prices ranged from a low of $14.75 to $17.95.

Men's shavers, in the meantime were not at a standstill. New models introduced during the year provided a faster, more efficient means of removing tough beards. Practically every man of shaving age seems willing to at least give them the benefit of the generous free-home-trial offers made available by most manufacturers. Estimated retail prices placed on men's shavers range from $17.50 to $31.50. However, increased competition of new companies coming into the field with cheaper models pulls down the overall average.

In the last available study of who uses electric shavers it was estimated that approximately one out of every three men now own and use an electric shaver, and one out of every ten women.

There's no doubt about it, men's shavers reached full maturity in 1956. Accelerated shaver volume in 1956 is again attributed mainly to increased advertising money spent by leading producers especially in TV and national magazines. Each year the advertising budget is upped a million or more, and 1957 will be no exception.

Liberal trade-in allowances (average $8.50) and free-home-trial offers are other contributing factors.

While for a good many years the shaver industry was narrowed down to three or four companies, 1955 and 1956 marked the entrance of several new companies into the field, including some foreign makes, and several companies are said to be seriously investigating the field.

Another big shaver year is predicted for 1957. "Overall unit sales may increase as much as 2-million," it is predicted. New, high style models will also be introduced, especially in the lady shaver category.

CLOCKS

The electric clock industry followed the same trend toward breaking records as was experienced by most of the leading electric housewares categories in 1956. An estimated 9,750,000 units were sold. This is second only to the early postwar year of 1948 when pentup demand rocketed clock volume to 9,995,000 units.

Average Price Low

Because better than 80 percent of the total volume were in bedroom alarm and kitchen wall models in low-priced brackets again in 1956, average retail price continued low. Alarms again led kitchens by a slight margin, and occasional and decorative types are said to have made small gains.

Again in 1956 the fall months are reported to have registered greatest sales peaks at retail as well as manufacturers levels.

While manufacturers list electrical appliance dealers and department stores as prime movers of clocks, each year a larger portion of the business goes through jewelry and discount operations, drug chains and hardware stores. End

Hotpoint TV's big "Hollywood Visits Hotpoint TV Dealers" contest

WIN

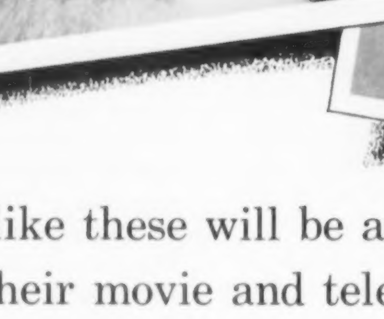
MICKEY ROONEY
starring in
"THE BOLD AND THE BRAVE"

JERRY COLONNA
Hear his new
Liberty L-P album
"ALONG THE DIXIELAND HI-FI WAY"

Stars like these will be available
depending on their movie and television schedules

HOTPOINT—AMERICA'S HOTTEST LINE OF PORTABLE TV!

Widest selection of models . . . hottest pricing . . . hottest features . . . combining to make '57 Hotpoint Portable TV the number one entry in the growing Portable TV market!



NEW HOTPOINT Hi-Vi TABLE MODELS FOR '57!

New broadened consumer appeal and lower pricing . . . takes luxury TV out of the high price category, gives Hotpoint dealers an opportunity to clean up on the demand for luxury features!

A MOVIE STAR

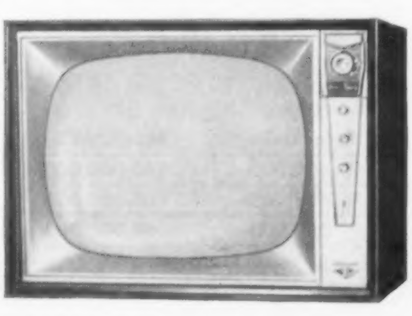
like one of these or others to visit your store and help you sell the new '57 Hotpoint Hi-Vi TV!


For the best window displays of Hotpoint Hi-Vi TV between January 1 and February 28... winning dealers will be visited by a top-notch big name movie star, plus a big pre-appearance  build-up promotion campaign... or win a four-day trip to Hollywood with their wives  ...including visits to studios, being photographed with stars... plus 20 more prizes of merchandise to winning dealers! 

41 BIG VALUABLE PRIZES IN ALL!

Think of the traffic and sales you'd get if a movie star like Mickey Rooney or Jerry Colonna came to your store to help sell Hotpoint Hi-Vi TV!

PLAN YOUR HOTPOINT Hi-Vi TV WINDOW NOW! GET CONTEST DETAILS AND WINDOW PLAN BOOK FROM YOUR HOTPOINT TV DISTRIBUTOR!



EXCITING NEW HOTPOINT Hi-Vi CONSOLES FOR '57!

Magnificent styling, new genuine wood veneer cabinets at new low prices to capitalize on the great desire for console TV . . . at prices consumers are willing to pay!

See the new Hotpoint Hi-Vi TV line for '57 at the Chicago Market—Space 1120, Merchandise Mart.

Hotpoint Co.
(A Division of General Electric Co.)
5600 West Taylor Street,
Chicago 44, Illinois

Record Players and Magnetic Recorders

A bonanza year pushes record player volume to an estimated 3,000,000 units, magnetic recorders to 400,000 and sales are expected to keep right on climbing through 1957

BOTH record player and magnetic recorder manufacturers have had a good year, the best they've had, in fact. All their troubles were little ones and the sales picture kept getting brighter and brighter for most manufacturers, with dealers and distributors sharing in the generally happy situation, too. Record player firms figure the industry passed 1955 in the third quarter, or early in the 4th, with the big season yet to come; recorder men, despite lack of positive knowledge about the industry, are almost unanimous in picking 20 percent as a conservatively-estimated gain for the year.

Each industry had something to crow about; each leaned on the general health of the music and home entertainment fields. For the record player men, the term "hi-fi" was magic, though none has a ready definition for the phrase (The words of one wag, "The higher the price, the higher the fi," are already an industry chestnut) and the mounting record sales, estimated as well ahead of last year's probable 219-million records, assured them that the need for something to produce music would continue. The recorder men rejoiced in the breakthrough on the pre-recorded tape front, in the development of sterophonic sound to the point where it may be a major factor well ahead of schedule, and in a growing acceptance of their product

There were no material shortages, no "binds" in the pipeline from factory to retailer, with the single exception of the steel strike, which raised prices to the eventual buyer about 2.5 to five percent, but didn't slow production or sales down. There was a slight lull before the elections, as there is in every election year. However, a spurt of orders right after November 6 made up for the lag, according to industry men.

There were changes in buyer emphasis, of course, with some going up, some going down. There was competition, too, but not enough to stifle sales managers' dreams. Asked what he thought of 1956, the average sales manager says, "It was a good year, best we ever had." Asked why, he says any of a number of things: TV gets some credit; recording personalities get some; hi-fi gets some; the birth rate gets some; and of course, it's pointed out, the industries are offering a better product than ever.

For 1957, everybody's optimistic—for the same reasons they liked 1956. Both industries figure they've got a snowball going for them on a downhill run. There maye be a few hitches and changes of direction, but by and large they figure that snowball just can't help getting bigger. By how much? "Oh, about the same," they figure. It's finding out how much that's the real problem for any marketer. He's in the position of a census-taker

(Continued on page 194)

ESTIMATED INDUSTRY SALES Of Magnetic Recorders, 1955 and 1956

		Total Units	†Retail Value
1956	MRIA*	400,000	$60,000,000
	Unofficial	432,000	65,000,000
1955	MRIA	360,000	54,000,000

†Retail value figured at average $150 per unit. *Magnetic Recording Industry Association.

For *Truly Terrific* Selling in 1957!

NEW ROPER GAS RANGES BRING YOU THE MOST POTENT PROMOTIONAL TOOL IN THE INDUSTRY

ROPER

DOUBLE T COOKING

with sensational

ROPER Tem-Trol

AUTOMATIC GAS TOP BURNER

THERE IS NO OTHER FUEL AS CLEAN, FAST, THRIFTY, COOL, MODERN AS GAS FOR COOKING

Double T cooking with Roper "Tem-Trol" provides a fresh new approach that you'll surely want to employ for faster, easier, more profitable sales. This dynamic selling tool lends itself ideally to demonstration. It is easily understood by the homemaker. It is featured in Roper consumer advertising and supporting material. Spark your 1957 sales drive with Roper Double T Cooking.

Roper Backs Double T Cooking with Millions of Powerful Messages in Leading Consumer Magazines PLUS a Complete Program of Supporting Materials

SEE THE GREAT NEW 1957 ROPER GAS RANGES WITH "TEM-TROL" AT THE JANUARY MARKET, SPACE 529, AMERICAN FURNITURE MART

GEO. D. ROPER CORPORATION • Rockford, Illinois

GEO. D. ROPER CORPORATION
Rockford, Illinois

Please rush me complete information on Roper Double T Cooking and Roper gas ranges for 1957.

Firm ____________________

Individual's Name ____________________

Address ____________________

City ____________________ State ____________________

EM157

Recorders and Record Players

continued

at a home for old ladies: A lack of vital statistics generally available forces reliance on estimates by individuals.

Phonos Gain 43 Percent

All types of phonographs together piled up a thumping 43 percent increase over 1955 for total sales of 4,465,000 units, according to RETMA estimates. Single players accounted for the biggest share with a gain of 61.2 percent and a unit volume of 3,600,000. Combination units improved by 16.9 percent for total sales of 595,000. Attachments were the only classification to decline—off 28.9 percent to 270,000 units.

Retail dollar volume for single players went ahead just as much as unit volume—61.2 percent—for a total of $248,400,000. Combination units increased 15.7 percent for sales of $117,810,000. Attachments fell off 28.9 percent to $9,450,000.

Many industry men warn, when considering industry statistics, that there are a lot of "loft operators" that work only seasonally, but become pretty big factors at peak seasons. And they don't report their sales to any central office.

In all but the cheapest units, the manual player is a dead item, industry men agree. The meat and potatoes of the industry is the portable three-speed automatic phonograph which starts at $40 and runs up to $159 in deluxe models adaptable with legs to chair-side use. In 45 rpm players, prices start at about $30. A more useful top figure for portables, however, is $100. The reason $100 is a top figure for portables is that once they're close to or past the $100 mark, merchandisers are likely to label the unit "high fidelity," though one of the standards disinterested observers insist on is that no table model can possibly meet the requirements of a high-fidelity instrument.

However, many firms find bigger higher-priced merchandise right up there, unit for unit, with the portables and table models, and this seems to hold true for quite a way up the dollar scale. For some, units just under $200 are selling best, and of course, under the "hi-fi" label. One firm is happy with its sales of real top-of-the-line units, running well over $1,000, though naturally, the more realistically designed and priced $200 items are more important. Generally, industry men feel there's a real upgrading movement on—with the objective simply better sound.

Everybody Buys Phonographs

One sales manager has an idea that TV deserves a lot of credit for the renaissance of the phonograph. The better sound that TV brought into the house, with its unsuspected FM audio system, helped make consumers unhappy with former phonographs, he thinks. To this he adds the discrimination force-fed into consumers by such giants as the auto industry, which made buyers selection-conscious, and the growing sophistication as TV became accepted, and once accepted, ignored except when there was a particularly good program. In casting about for something to take TV's place, this one sales manager thinks consumers grabbed at music—in-the-home-music.

Regardless of how it happened, 1956 was a year that "everybody" started buying phonos. Industry men find it hard to believe that it's the teen-agers digging down into their jeans to buy the better machines. Down around $50, they'll go along; when the price climbs over this, industry men think the adults started buying heavier than ever. Some peg their market at two kinds of adults; the young "just married" and those with children over 10 or so.

The hi-fi market—the tremendous promotional impact of better sound—would never have gotten off the ground, industry men feel, without a tremendously increased general interest in music. The records themselves make it easier and better, they point out. Where once a record collection of any size at all meant a five-foot shelf for storage, a very respectable collection can now be stored in one-fifth of that. The improved records and the improved instruments now go hand in hand, but the LP record was a step ahead, at first, providing music by the hour with just minutes of preparation.

That, perhaps, is the final answer. An unprecedented interest in music, coupled with fine recordings and instruments to play them with, hit a prosperous economy at the right time—the moment when leisure time was also at a new high. Records and record players as the most practical way to get good music naturally stood to benefit most. There's little doubt they did.

The Promotional Ball

Any ball will do. The industry doesn't want things to slow down, and of course, the better sales get, the more competition arrives on the scene. So manufacturers are latching onto top-selling artists and performers where they can, and promoting them, the records and even instruments all at once. A competitive feature many are promoting is the four-speed record player—the new speed being 16⅔ rpm, used primarily for talking books. You can expect an increase in teen-age-aimed advertising, too. The "War Babies" are in their teens now.

For 1957, record player industry men see no change. To continue such phenomenal gains is a little too much to ask, they think, but they're asking anyway. Competition might be a little rougher, they think, so they're going to promote harder than ever, aiming to put a record player in every home. They don't have figures on phonograph saturation, but they're betting they have a long way to go. They're probably right.

Recorder Statistics Scarce

Analyzing the helter-skelter recorder market got no easier in 1956. In fact, previous estimates require considerable revision, according to the Magnetic Recording Industry Association. Early in the year, the MRIA released figures considerably more conservative than those ELECTRICAL MERCHANDISING obtained in a survey of manufacturers late in 1955. (See chart).

For 1956, MRIA's estimate is an 11 percent gain in production. Figuring from their estimate of 360,000 units sold in 1955, this gives an estimated production for 1956 of 400,000 units. Dollar sales are a little harder to come by as recorder men say there has been a considerable shift to lower-priced merchandise. Using a yardstick of $150 per unit however, estimated retail dollar sales for 1956 are about $60,000,000.

Contacted individually, industry sales managers feel that the 11 percent estimate is too low. Their estimates run considerably higher, and all feel a figure of 20 percent would be conservatively accurate. This would mean that some 432,000 units were sold in 1956, with a retail value of approximately $65,000,000. One of the industry leaders estimates that 500,000 units were sold in 1956 with a retail value of $90 million. It's plain that there is some confusion.

No central office assumes the task of gathering recorder statistics as yet, though it is reported that RETMA is considering taking over the compilation and distribution of figures, and may be able to provide them in the near future. The problem is a many-sided one, recorder men point out. Until recently, there were few really large firms able to afford statistical and data services in the business and most recorder manufacturers were too busy developing both product and market to worry about how well they were doing. Competition between manufacturers promoted secrecy, too, until the need for accurate figures grew more important. Industry men now state that given a sufficiently security-conscious agency, they would be glad to report their figures. In fact, MRIA is now working out details with RETMA to use their statistical department.

Until there is a central agency, no one can speak with absolute authority about the sales and production of magnetic recorders. Interviews with leading manufacturers, however, point overwhelmingly to the 20 percent figure as close to correct for estimating 1956 gains. For 1957, the manufacturers think they'll keep right on growing, and another big year wouldn't surprise them. There is a chance that stereo units might give the whole field a shot in the arm.

Low-End Bigger

Official figures for 1955 show that of the 360,000 units sold, 300,000 were "family-priced" units, meaning under—$300. For 1956, industry men think that this proportion still held, but that a larger percent of the units under $300 could really be classified as under $200, or $150. Most point to the everywhere-available $139-$159 units and units as low as $75, and say that's where 1956's big bulge came from. At least one supplier, however, found his middle-bracket unit (just under $200) on top of the low-price machine, with the "good" units running a poor third.

With the many different kinds of producers, ranging from "pure" tape recorder builders to full-line manufacturers, it is to be expected that distribution remained confused during 1956. It is likely that when the dust settles the appliance-radio-TV dealer will be found firmly astride the mass-marketed low-end merchandise field, reaching for a large piece of the middle-priced market. He'll share some of both the low-end and the middle with department stores, camera stores and other varied outlets. However, the high-end units will most likely be the high-fidelity specialist's and radio parts jobbers' property, with other dealers getting in only when they have really serious intentions about merchandising sound equipment. This, at least, is the way some manufacturers see it. As the big radio-phonograph-TV manufacturers get their merchandising programs into gear, industry men feel, this outcome is more and more likely.

Two consumer surveys, although comparatively old news, point out some of the peculiarities of recorder distribution. They were made by independent organizations for *Sound Salesman* magazine, a Mooney-Rowan publication, in New York and Chicago. Of 500 New Yorkers stopped on the street, 17 percent already had machines, and 23 percent said they planned

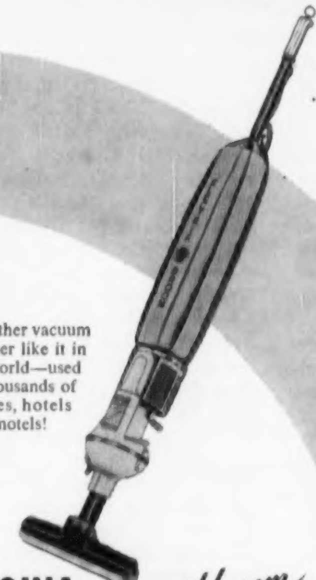
(*Continued on page 196*)

at the
Chicago
Show
see how . . .

SALES COME ALIVE WITH THE REGINA FIVE!

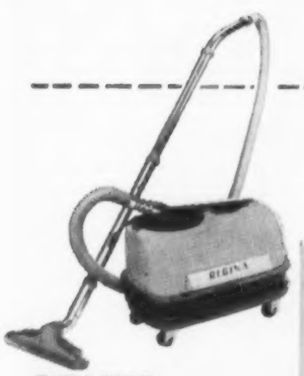
The Floor Polisher most people know and want!

REGINA *Model TS* TWIN-BRUSH
POLISHER and SCRUBBER



No other vacuum cleaner like it in the world—used in thousands of homes, hotels and motels!

REGINA *Electrikbroom* *Model TL*



REGINA *Model 66*
SUPER DELUXE VACUUM
on Wheels!

Biggest number of sales-making attachments that do everything from cleaning of blinds to painting!

REGINA *Model A*
TWIN-BRUSH **16-INCH**
FLOOR MACHINE

Each year, increasing in popularity in larger homes, institutions, stores, etc.

REGINA *Model E*
TWIN-BRUSH **HEAVY-DUTY**
FLOOR MACHINE

Gigantic 21-inch spread. The leader for industrial, commercial and institutional floor maintenance.

USE THIS COUPON, IF YOU CAN'T GET TO CHICAGO

SEE why the country's sold on Regina
at the
CHICAGO HOUSEWARES SHOW
Navy Pier
January 17-24
Space Nos. 414, 416, 418

THE REGINA CORP., Rahway 11, New Jersey
I am interested in:
_____ Model TS Polisher and Scrubber
_____ Model TS in luxury chrome finish
_____ Rug cleaning attachment for Model TS
_____ Reconditioning equipment for Model TS
_____ Electrikbroom—Model TL
_____ Model A Twin-Brush Floor Machine
_____ Reconditioning equipment for Model A
_____ Model E Heavy-Duty Floor Machine
_____ Model 66 Super DeLuxe Vacuum
Please send:
_____ Name and address of distributor for my territory
_____ Regina Dealer helps

STORE NAME_____
ADDRESS_____
CITY_____ ZONE_____ STATE_____
SIGNED_____

In Canada, Switson Industries, Ltd., Welland, Ontario.

Recorders and Record Players

continued

of re-allocations, for example. To stimulate the growth of UHF the FCC is studying the technical possibilities of switching all telecasting to the UHF band (and while this is underway undertaking limited de-intermixture of some existing markets). There can be no question of the troubles facing UHF telecasters today. Of the approximately 470 stations on the air only 90 are UHF. In early 1954 about one out of every four sets was factory-equipped for UHF. This is now 13.4 percent.

Other problems, however, are more immediate than the prospect of re-allocation. The highly competitive nature of the business has cut the number of manufacturers by better than half—and not all of the victims have been small, marginal producers. During the year just past over a half-dozen familiar brands (Stromberg-Carlson, CBS-Columbia, Sentinel, Sparton, Capehart, Raytheon and Crosley) either disappeared completely or were taken over by others.

Saturation: It Hurts

A number of factors have contributed to the competitive nature of the industry. Not the least of these has been the phenomenal growth of the industry itself and the resulting high market saturation. To a growing extent manufacturers have been forced to rely on the replacement and second set markets. The size of this problem can be grasped by studying ELECTRICAL MERCHANDISING's annual replacement and trade-in survey. In 1955 dealers reported that 61.2 percent of sales were made to homes without a set. In 1956 this dropped to 47.8 percent. In 1955 about a quarter of the replacement sales involved a trade-in. In 1956 better than a third (36.6 percent) involved a trade. (Of the sets accepted as trades dealers reported they junked 21 percent, rebuilt and resold almost 44 percent, resold "as is" 21 percent and had about 14 percent still "on hand".)

Available statistics suggest that there was no sharp growth in the second set market in 1956 despite the popularity of portables which have been aimed primarily at this market. The Videotown survey shows that 8.7 percent of TV homes have a second set, an extremely moderate increase over 1955.

A somewhat sharper increase in second set ownership is indicated in the 1956 "Consumer Analysis" of its market by the Milwaukee *Journal*. In 1956, 9.6 percent of households owned more than one TV set. This was up from 6.8 in 1955 and 4.4 in 1954. It should be remembered, however, that the Milwaukee market, according to the *Journal* study, has a saturation of 95.8 percent. The second-set ownership rate in such a market would naturally be higher than in other areas where saturation is much lower.

Nationally, saturation is estimated by ELECTRICAL MERCHANDISING to be about 80 percent.

NBC research says that there are 42.3-million sets in use in 38.4-million homes. This means a saturation of 80.5 percent (based on a total of 47.4-million wired homes). It also indicates that there are 1.1016 sets per TV household.

Still another set of figures available for use in computing saturation are those compiled by the Advertising Research Foundation and released last fall. They cover the market as of March, 1956, and show that 35.5 million households then had TV (for a saturation of 73 percent of households). On a regional basis the northeast and north central regions have the highest ownership with saturations of 82 and 79 percent respectively. Thirteen states have saturations of better than 80 percent and the same number have saturation of less than 60 percent.

Still further ownership data is compiled on a quarterly basis by Market Research Corp. of America (using a 5800-family panel). The July ownership figure indicates a saturation of 76 percent(compared with 74 percent at the beginning of the year). Here, too, the northeast and north central regions show the highest saturation. Biggest gains seem to have been shown by farms (up three points to 54 percent), cities under 2500 (up from 63 to 67 percent) and cities of 2500 to 50,000 population (up from 62 to 65 percent).

Where They Were Sold

Regional information on current sales is available through study of ELECTRICAL MERCHANDISING's annual survey of utilities. These firms report estimated retail sales in their areas and the 1956 study shows that the West South Central region had the best selling *rate*, 152 sets per 1000 customers. The West North Central region was second, thus duplicating the 1955 results. Projecting these estimates to national totals, however, would indicate that only 5.9-million TV sets were sold during the year. This is more than a million under industry estimates and suggests that utility men are not in as close touch with movement of TV as they are with white goods sales.

A more accurate index on regional standings is contained in the chart, "How The Appliance Market Is Divided" which appears on page 90 of this issue. These figures show that the Middle Atlantic, East North Central and South Atlantic regions rated one, two, three. As the chart accompanying this article indicates, this rating parallels the ten year average for 1946 to 1955. The two top regions, for example, have absorbed about 50 percent of shipments in that ten year period while the Mountain region and the East South Central together have accounted for only 6.55 percent. By states, New York, California and Pennsylvania have ranked at the top.

When They Sell

Seasonal selling figures for the entire year of 1955 are now available but they reflect little change from the pattern set in 1954. About 25 percent of the year's total was done in the final quarter of the year with December (14.27 percent) the highest single month.

RADIO

The experience of the radio industry during 1956 should give considerable comfort to TV marketing men who are worried about the effects of a saturated market.

Radios have labored in a climate of a 90 percent or better saturation since 1948 but this did not prevent the industry in 1956 from registering the best results since 1950. Output of 9.2 million home, portable and clock radios represented a gain of 20 percent over 1955 and 46 percent over 1954.

(It should be noted in passing that figures on auto radio production are excluded from this study since so many of these units are sold as initial equipment and thus bypass conventional marketing channels. As a matter of fact, auto radio did not enjoy the general good health experienced by the home radio industry last year. Auto radio business is tied in rather directly with the fortunes of the auto makers and, reflecting this, auto radio output fell from 7.2 million to 4,750,000 in 1956.)

Dollar volume also rose during 1956, reaching $293 million. This is a gain of almost 20 percent. The increase here does not correspond exactly to the unit increase since there were some price differences during the year. The average price for a home set is now estimated at $25 as against $28.75 a year ago. On the other hand, the average price of portables has increased from $35 to $39 thanks to the growing popularity of the higher-priced transistor sets.

A Portable Year

Relatively speaking portables achieved the most dramatic gains during the year. Production of 2.5 million units was the highest in industry history. For the first time since the appearance of the clock radio in volume in 1952, portables outsold clock units. Percentagewise, a trend which developed several years ago continued to be apparent in 1956; the share of the market accounted for by home sets continued to decline while the newer portables and clocks took bigger slices of the market. Thus, home sets accounted for only 41 percent of output in 1956, down from 45, 49 and 54 percent in the three preceding years. Clock radios took 27 percent of the market, below the 29 and 30 percent figures achieved in 1954 and 1955 but above the 24.9 percent achieved in 1953. Portables took over 32 percent of the market, a sharp increase from 26 percent in 1955 and a gain of 10 percentage points over 1953 and 1954.

As predicted here last year, the growing use of transistors helped portable business along to a record high level. About 31 percent of portables were transistor sets.

Saturation: Still Up

There is little room for saturation to increase in this industry but even so saturation inched upward to 97.6 percent. What has increased—and cannot be measured at the present time—is the penetration of radio. This statistic takes into account multiple ownership of sets. The most reliable figures on this score are still those compiled by the Advertising Research Foundation in 1954 which indicate that 75.6 percent of TV homes and 52.6 percent of radio-only homes have two or more sets.

Once again the Middle Atlantic and East North Central regions accounted for the largest share of factory shipments. These standings correspond with figures for the ten-year period ending with 1955. In that time these two regions have taken over 46 percent of the industry's output.

Seasonal selling curves for 1956 show that once again about 40 percent of the year's volume was done in the final three months of the year. There was few significant changes from the 1954 pattern although somewhat more business was done in the fall of 1955 than in the same period in 1954.

What's Ahead

The industry has proved that saturation of 97 percent does not mean a falling sales curve and with improved distribution, good merchandising, and continuing product innovation the radio industry can look forward to highly satisfactory business in the years ahead. There are no 14-million units years (such as 1946 and 1947) still in prospect but the industry has found that volume such as achieved in 1956 can be most rewarding. *End*


Here's where you can CASH-IN on
FASCO's "Early-Bird Fan Plan" for '57
20" PORTABLE WINDOW FANS
with thermostatic comfort control, electrically reversible.
17"-12" PORTABLE WINDOW FANS
with FREE casement window hanger bar.
FASCO
WHEELaBREEZE FANS
Economy & DeLuxe Models. 20" and 17"
OSCILLATING FANS
Desk and pedestal floor models. 16", 12" and 10"
The Promotional Leaders —
Fasco's "SLIM LINE"
20" Economy Model Window Fans
HASSOCK FLOOR CIRCULATORS
with unique dust-proof base.

Sewing Machines

Lesser brands find sales slipping as the consumer turns his attention to quality, but the industry continues its forward pace with a volume paralleling 1955

DEPENDING on what portion of the sales fence you were straddling, the year 1956 had proved more than satisfactory, or it could be considered on a relative par with the previous year's estimated 1,525,000 unit sales. Most outspoken in advancing the opinion that the year had been an excellent one were distributors of better known imported units. Not quite so sure were a number of old line American manufacturers.

How It All Started

Way back in the days when the itinerant pedlar was playing the part of distributor, dealer and salesman, just a few companies dominated the scene. In that period names like Singer, Free, Wheeler and Wilson were household words not only in the United States, but throughout the world. But, by the end of 1951 an increasing flood of imported units had lost for many American companies the sales hold they had previously maintained. New innovations, zig-zag machines, interchangeable stitch design cams, and, not the least important, the use of less highly paid labor in foreign factories had brought prices to a point where sales had become a fiercely contested struggle. Perhaps it could all be best summed up in the words of one old-line American company, "there is little or no resistance on the part of the consumer to the purchase of Germany, Italian or Japanese manufactured sewing machines. Bitterly he concluded, "perhaps it can be said that the American workman has now reached the point where he can afford to have other nations manufacture durable goods for him."

Yet with all the sales strides that the imported machine had made in a period of less than ten years, some surveys indicated that brand consciousness still remained in the mind of many a consumer. The most recent survey, published in late 1956 by the Minneapolis *Star-Tribune* throughout the state of Minnesota, pointed this up conclusively. It was an indication, too, of the fact that with more intensive promotional and merchandising activity the native product might still regain some of the ground which had been lost. The survey showed that of the brands in use Singer retained a com-

(*Continued on page 205*)

UNITED STATES IMPORTS OF ELECTRIC SEWING MACHINES, 1955

Country	Units	Average Price	Total Mfrs.' Value
Japan	652,274	$18.71	$12,206,630
United Kingdom	138,551	17.46	2,419,400
West Germany	78,363	66.49	5,210,140
Italy	76,149	57.56	4,383,140
Switzerland	36,838	76.34	2,812,032
Canada	4,860	74.44	361,791
Sweden	2,797	72.22	201,997
Belgium — Netherlands	1,900	70.93	134,773
Other Countries	3,483	67.19	234,025
Total Imports, 1955	995,215	28.10	$27,963,928

Source: Report FT-110, U.S. Department of Commerce, Bureau of Census, U.S. Imports of Merchandise.

The SHEER LOOK is here—and the raves are rolling in!

It's a Smash Hit from Frigidaire

with "built-in" sales appeal!

Builders and Architects like the way new Sheer Look appliances have been engineered for smooth, fast installation with standard cabinets—the way they fit flush on each side—the way doors open for full accessibility, requiring but a minimum of space.

Housewives like the custom-made built-in look the Sheer Look gives—and with only a modest investment. They like the way these appliances can be shifted around—for a variety of effects—without costly carpentering or replacement of major units. Photos on this page show three of the five Idea Kitchens Frigidaire has developed to help homemakers visualize a few of the exciting possibilities which the Sheer Look offers. Note how these Sheer Look beauties blend into any kitchen décor, eliminate forever dirt-catching gaps and space-wasting bulges.

From every corner of the country, from people in every walk of life—

The Frigidaire SHEER LOOK has brought a shower of superlatives!

Designers have used words like "revolutionary" and "brilliant" to describe it. Editorial columns have called it the most striking appliance design in over a decade. And housewives have put it in a dream class by itself!

But all these bouquets for beauty have not overshadowed the dollar-sound, work-saving practicality of this all-new Sheer Look line.

Here—glamour makes wonderful sense. Every model combines the economy and flexibility of *freestanding* appliances with the superbly tailored grace of the "built-in" look. Every corner counts. Every cubic inch delivers a service bonus.

Surely the amazing welcome this new line has received is dramatic *proof* of the public craving for appliances that *dare* to break barriers, *dare* to offer more than price alone.

And we at Frigidaire are mighty happy about it all—for it confirms a conviction we have held for a long, long time.

'57 FRIGIDAIRE APPLIANCES

Frigidaire—Built and Backed by General Motors

Power Mowers

Sales volume grows faster than weeds in this still infant industry. Sixteen percent increase in 1956 raises overall sales to 3,200,000 units

THE power mower industry is still pinching itself to see if it is awake. Sales of 3,200,000 were racked up for 1956, compared to 2,750,000 in 1955. Ten years ago its sales volume was only 100,000 units.

Philosophers in the business are asking: Who is buying all these mowers? What is behind this runaway market? How long can it go on?

Specifically they want to know—

1. How many women today are mowing lawns? The plug-in electric starter, new this year, is a bow in this direction.

2. With 40 percent of sales replacements, why are only 10 percent of retailers taking trades?

3. When is the industry going to get off the back of the engine makers for service? One manufacturer is already making plans in this direction, and believes the business will fall into the hands of those who provide it. With the life of a rotary 2½ to 5 years, something is going to be done.

Average Price $78.88

It was the feeling of the trade that the average price declined in 1956 to $78.88 compared to $86 in 1955. This was largely due to rising activity of department stores in promoting price specials and close-outs.

Average price is difficult to corral, as the power mower field is large and has many sizes. A firm producing a 5 to 10 hp unit cutting a 60 inch swathe is not competitive to one selling an 18 inch rotary. Here is a breakdown of the price picture:

	1956	1955	1954	1953	1952
Under $70	18%	14%	12%	......	....
$70 to $79.99	16%	11%	16%	......	....
$80 to $89.99	25%	29%	27%	......	....
$90 to $99.99	23%	23%	11%	......	....
$100 to $109.99	7%	7%	7%	20.5%	25%
$110 to $124.99	7%	7%	13%	22.5%	32%
Over $124.99 Balance					

Grading up prices are self propelled rotaries, which run about 15 percent of the total, and reel type machines with sulkies, which are growing in popularity. Higher priced units in 1957 will see starters which plug into a light circuit.

To arrive at the average price of lawn mowers, one must remember there are four kinds of retailing. The department store goes for low priced units, and saw an average retail price of $69. The typical dealer, buying through a distributor, had an average of $89. The mail order chain, which does a large part of the volume, had an average of $79. The direct-to-you unit hit around $69. Few reel types moved for less than $100. The higher priced machines are sold before the month of June, it is believed. There is a growth in the number of self propolled units, about 15 percent of the total.

There are about 41,000 retail outlets for power mowers in the U.S., grouped as follows: The garden supply house, few in numbers, is the ideal market. Appliance and hardware firms do a big job. Department stores are getting volume on cheaper units. Chain stores have always done a creditable volume.

(*Continued on page* 205)

THREE YEAR SALES SUMMARY—Power Mowers

	1956	1955	1954
Units Sold	**3,200,000**	**2,750,000**	**1,750,000**
Average Retail Price	**$79**	**$86**	**$90**
Retail Value	**$252,800,000**	**$236,500,000**	**$157,500,000**

(Unit figures from Lawn Mower Institute)

An appliance retailer's guide to women, **No. 1: TRADING UP**

How women customers can help you sell top-of-the-line TV sets

You can sell them up to top-of-the-line models because the important thing to them is the beauty of the cabinet and how the finish and the style will blend with their other furnishings.

By emphasizing the extra value, from a styling point of view, of profitable, top-of-the-line models, you'll find it easier to sell a woman. And when she's sold, she'll help you sell her husband.

Because the Journal understands women—knows so well what is important to them in *every* department of their living—more women buy and read the Journal than any other magazine. It pays to have the immense power of the Journal behind the appliances *you* sell.

The world's largest magazine for women . . . Ladies' Home JOURNAL A CURTIS PUBLICATION

No. 1 in circulation ★ No. 1 in newsstand sales ★ No. 1 in advertising revenue

Now, Two Great Sunbeam Sales Leaders

NEW Sunbeam AUTOMATIC SAUCEPAN

with exclusive Simmer-Safe Controlled Heat

Makes foods more nutritious, better tasting, more appetizing

Simmer-Safe Controlled Heat

Just set it and forget it—Foods can be cooked and kept at just the right temperature

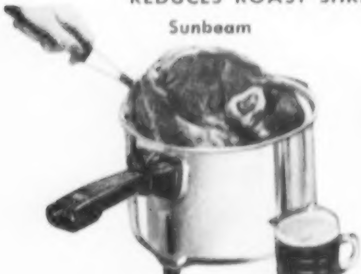
Easy-to-see COOK GUIDE Gives correct temperature and cooking time

AVAILABLE IN 3 QT. AND 5 QT. SIZES—COVER INCLUDED

- Another Sunbeam Sales Leader with all the outstanding advantages of the famous Sunbeam Controlled Heat FRYPAN.
- 6 UTENSILS IN ONE! Completely replaces the ordinary saucepan, double boiler, dutch oven, corn popper, chafing dish, and bun warmer.
- Reduces Roast Shrinkage up to 23%—holds nutrition in foods.
- Eliminates Pot Watching—just set it and forget it.
- A great new best-seller by Sunbeam—Features the most accurate thermostatic control ever developed for a utensil of this kind—Reaches simmer-safe temperatures quickly, holds them with accuracy—Double walls retain heat with greater efficiency. Water-sealed for easy washing—In 3 and 5 Qt. sizes, cover included.

REDUCES ROAST SHRINKAGE UP TO 23%

Sunbeam



gravy from Sunbeam

Ordinary

gravy from ordinary pan

Look at the difference the Sunbeam makes in an ordinary 3½-lb. pot roast—there's far less shrinkage and the delicious, natural meat juices are protected from evaporation.

HOLDS FOOD NUTRITION! MAKES FOODS LOOK MORE DELICIOUS!

Sunbeam

Water for Sunbeam

Ordinary

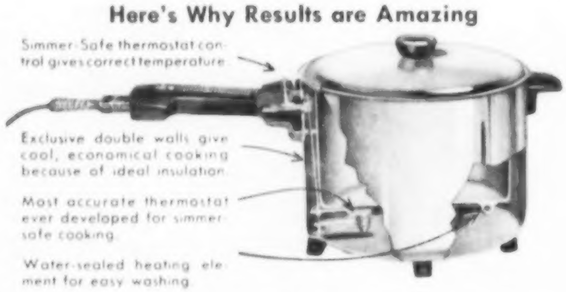
Water for ordinary saucepan

Temperatures are kept uniform. Nutrition is protected from excess evaporation. See above how little water is required to cook in the Sunbeam.

No More Pot Watching

Set it and forget it! Soups, cereals can be cooked without fear of boiling over and left piping hot until mealtime.

Here's Why Results are Amazing



The illustration above shows you how Sunbeam's scientific heat control makes the difference in the foods you cook.

Easy to Wash

The unit can be immersed all the way up to the signal light for easy washing.

AVAILABLE THROUGH YOUR Sunbeam DISTRIBUTOR

SUNBEAM CORPORATION, Dept. 27, Chicago 50, Ill. • Canada: Toronto 18

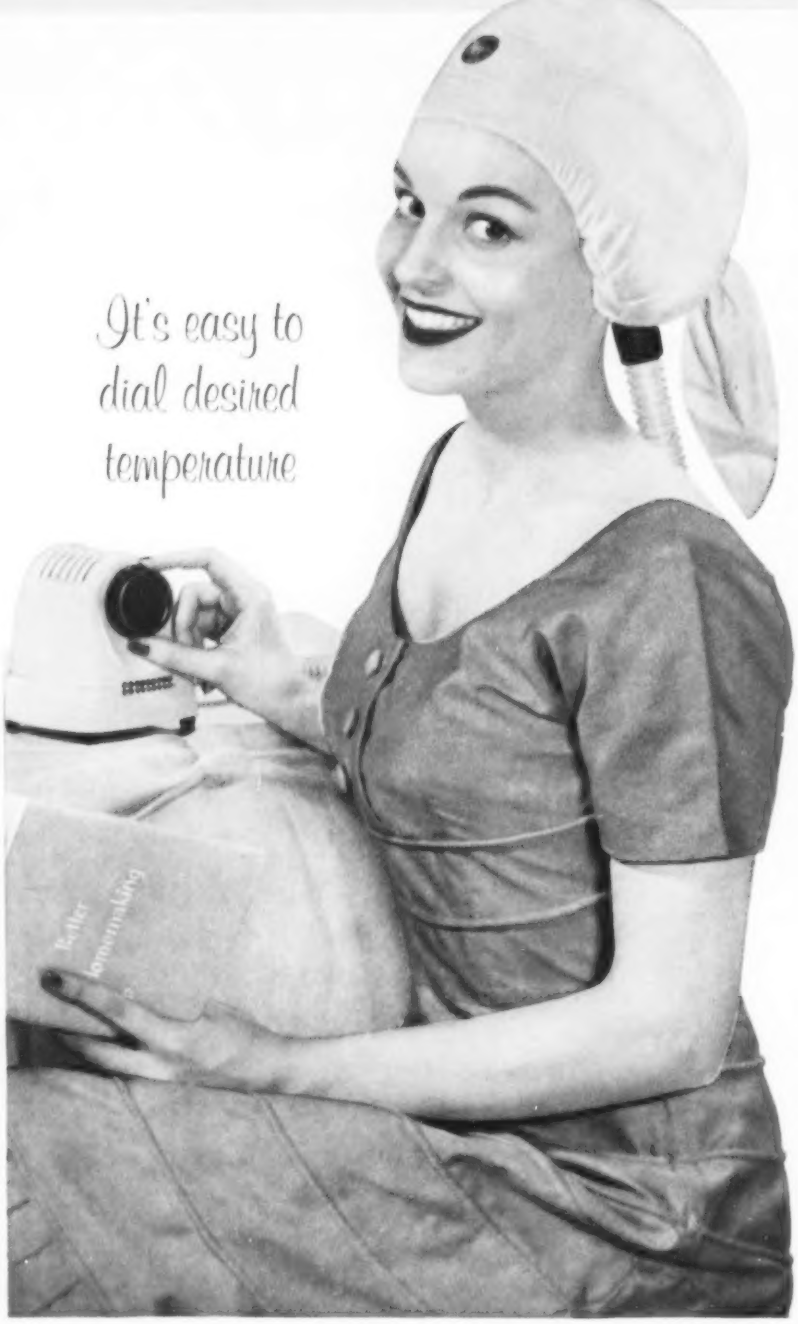
Here Now! For Greater Sales and Profits

the Lady Sunbeam

CONTROLLED HEAT

HAIR DRYER

It's easy to dial desired temperature



Opens a Great New Market for Hair Dryer Sales!

The sensational new Lady Sunbeam ELECTRIC HAIR DRYER dries hair faster and leaves hands free for reading, writing, doing nails, knitting, etc. The reason the Sunbeam is so fast, gentle, and comfortable is because the warm air is scientifically concentrated on the hair rather than on the face, neck, and shoulders. The most convenient and easiest to use of all hair dryers. Available in Pink, Turquoise or Yellow.

Dries Hair Faster by Actual Test

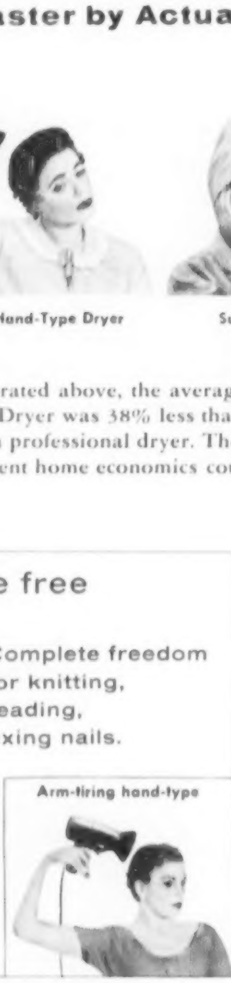
Professional Dryer — Hand-Type Dryer — Sunbeam Controlled Heat Dryer

In actual tests such as illustrated above, the average time required by the Lady Sunbeam Hair Dryer was 38% less than the average of all dryers tested, including a professional dryer. The tests were conducted by leading independent home economics counsellors.

Hands are free

Complete freedom for knitting, reading, fixing nails.

Arm-tiring hand-type



More Comfortable

fan forced air from the heat control unit is directed to hair—ends discomfort of heat on face, neck, shoulders.

Available in three colors, pink turquoise yellow

AVAILABLE THROUGH YOUR Sunbeam DISTRIBUTOR

SUNBEAM CORPORATION, DEPT. 27, CHICAGO 50, ILL. • CANADA: TORONTO 18

Sewing Machines

continued

manding lead (45 percent), but that other American brand names were strongly in the running. Of all foreign importations only Necchi appeared in the tabulations, although the possibility existed that more could be found in the 16.6 percent naming "others" as the make in use. To the question "What Make Do You Now Own?" the following answers were shown.

	Percent		Percent
White	8.6	Westinghouse	3.6
Kenmore	6.8	Necchi	2.1
New Home	5.2	Universal	1.4
Domestic	5.2	Others	16.6
Mont.Ward	4.6	Don't Know	.8

The Imported Units

Where do most units of foreign make originate? According to the 1955 Bureau of the Census figures first position in this category fell quite easily to those machines which were of Japanese manufacture. Actual tabulations showed that a total of 652,274 entered this country from that source during the year. They carried a total dollar value of $12,206,630.

Total 1956 shipments of sewing machines from Japanese source were not expected to reach the peak of the previous year but spokesmen for the Japanese Sewing Machine Association believed they might reach the half million mark by the end of the year. And, despite this decrease of almost 24 percent it would still mean that units from this source were still strongly in the lead in terms of number imported.

While in overall numbers the Japanese units were well out in front their average price reflected the wage scale of the workers who were producing them. Bureau of the Census figures showed an average price in 1955 of $18.71, with only the United Kingdom shipping units whose average price was at a lesser level. Average unit price as well as number of imports by country of origin for 1955 will be found in the chart which accompanies this article.

One American manufacturer replying to Electrical Merchandising's yearly request for market study inpointed out, and his statement was confirmed by other industry spokesmen that internal competition within the Japanese industry itself might cause a falling off of exports. This was explained in the greater consumer acceptance in the purchase of more expensive machines from Japan while units of inferior quality and price were becoming increasingly harder to sell.

Well known machines of European manufacture continued to enjoy the high degree of consumer reception that years of dependability had earned for them. Necchi during the course of the year added a low-end unit manufactured in Spain to their already well known Italian (Necchi) and Swiss (Elna) machines. New to the market was the Durkopp Sewing Machine Corp., offering a German machine well known in Europe but with little exposure in the United States. Other manufacturers were offering newly styled units, refinements in mechanical details, and the like, all part of what one source described as the industry's increasing awareness that this was a consumer's market, and that more than ever the branded name was taking the lead. So proud of their machine (the Swedish made Viking) was one importer that plans had been made to guarantee all units until the year 2000 A.D.

The Distribution Picture

Perhaps the most impressive indication which has been given to date of the inroads being made by the imported unit was Singer's decision to enter into sales in stores other than their own long established outlets. First of these was Chicago's giant Marshall, Field and Co., named in the fall of 1955, and it is probable that from 25 to 30 additional independents have been franchised.

One industry spokesman thought that the only significant change in the method of selling or distribution was the continued departure from the appliance store to more specialized channels. It was doubtful, too, if the importer or manufacturer was being bothered by any inroads from discount house methods of selling. Being a specialized product the sewing machine does require the use of salesmanship, instructions on proper usage, and finally facilities for service, none of which the average discount house has provided.

On The Sales Horizon

The year 1957 will prove an excellent one saleswise. That in its simplest terms is the picture most industry spokesmen are agreed upon. For branded units which have gained the American consumers' confidence the picture appeared bright indeed for a continuance of the ground swell which has brought them to their increasingly important sales level. And, as already pointed out earlier, these sales will undoubtedly be made to the exclusion of the already slipping cheaper units. It is to be expected also that there will be a continuing upgrading in the mechanical features of the leading machines in the field since these are the types in which the consumer is showing most interest. Prices will probably show an increase due to increased costs, and overall dollar volume can be expected to go higher because of the increasing proportion of sales going into automatic, do-everything machines. *End*

Power Mowers

continued

distributors and dealers; (3) the direct-to-you operator; (4) sell direct to department stores.

Power Products Survey

Biggest event of the year was a study of the market released by Power Products Co., Grafton, Wis. It came from guarantee cards attached to their engines.

They revealed that 22 percent of the buyers had 8,000 sq. ft. or less of lawns to mow, 34 percent had 8,000 to 14,999 sq. ft., 19 percent had 15,000 to 24,999, and 27 percent had over 25,000.

These warranty cards gave the industry a chance to learn the age of the power mower which was r placed. Thirty percent were 1 to 3 years old; 51 percent were 4 to 6; 15 percent were 7 to 9; and 4 percent were 10 years old or more.

Mowers are bought during these months:

	Percent		Percent
January	0.3	July	15.2
February	0.3	August	12.8
March	3.1	September	8.1
April	11.2	October	2.3
May	25.7	November	1.4
June	18.9	December	0.7

This is for the United States, but various areas see sales start when grass starts growing. For example, in March only 0.5 percent of the mowers are sold up north, while in Florida 7.5 percent are sold.

Two Kinds of Mowers

In charting any kind of course, it must be remembered that there are two kinds of mowers, two types of engines, and an electric motor operated unit.

The rotary mower (80 percent of sales) is something new in grass cutting. Although invented in 1930, it hit its stride in 1946. It cuts grass by means of a revolving scythe blade beneath the mower, usually attached directly to the engine shaft.

The two cycle engine (50 percent of sales) originated in Europe, has fewer parts, b t labors from the disadvantage of one having to mix oil and gasoline, and shut off gas when through. It came on the American market as a cheap engine, and has only recently overcome this handicap.

Briggs & Stratton, largest producers of four cycle engines, have developed a model which sells competitively with the two cycle.

Mowers operated by electric motors are made by about 15 firms, and account for around six percent of total output.

Saturation

Just how the market is saturated, and how many years we will see a million power mowers produced, is anybody's question. The field is believed to be 40 percent supplied, according to the Power Products survey. Last year Electrical Merchandising estimated saturation at 46 percent. The chief economist of the industry thinks that the industry is 52 percent saturated, and that there are 19-million homes still prospects. Anybody with $4,000 of disposable income and who owns a house worth $10,000 is a potential owner.

The record of machines sold, according to the Lawn Mower Association, is astonishing:

1946—	100,000	1952—	1,300,000
1947—	350,000	1953—	1,275,000
1948—	400,000	1954—	1,750,000
1949—	500,000	1955—	2,750,000
1950—	1,100,000	1956—	3,200,000
1951—	1,250,000		

Shape of the future does not lie in the unsaturated market, but in handling trade-ins, and service. 40 percent of mowers sold are replacements, and only 10 percent of retailers repair mowers.

The industry has depended too much on engine makers for service, and on examination, this appears to be a weak link. There is mystery in engine service. Briggs & Stratton is supposed to have 9,000 repair stations, Clinton 5,000 and Outboard Marine 13,000.

A dealer thinking of stocking power mowers put in a repair shop. And he will do well to check on whether his distributor has a repair shop and carries parts.

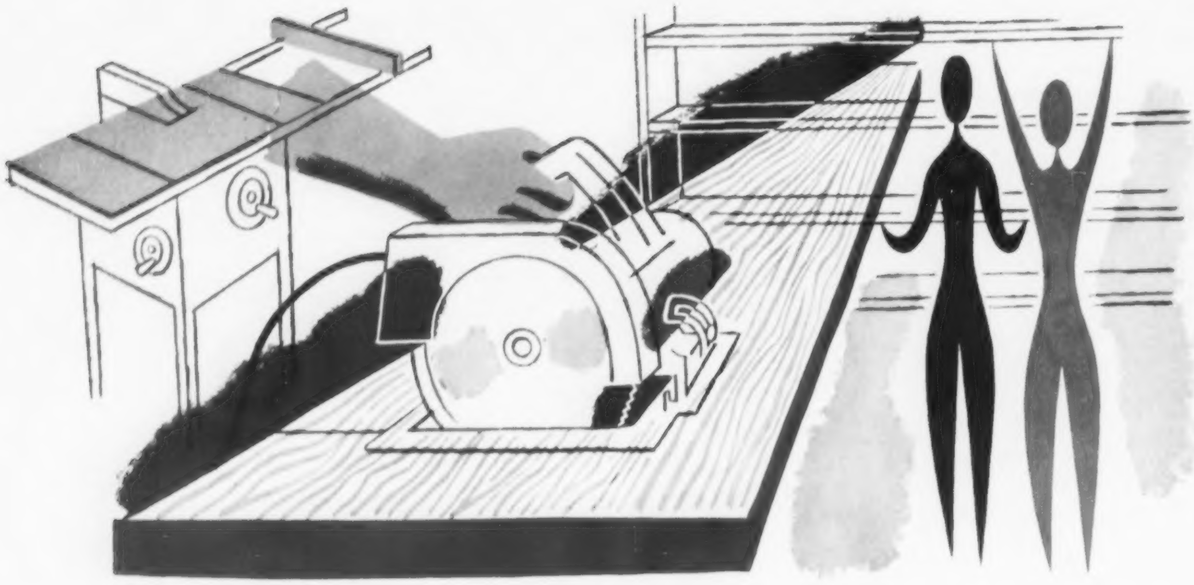
The power saw has a future, and the "power handle" which permits engine attachment to a number of tools, has gone over. More than 100,000 fogging devices to kill mosquitoes were sold in 1956. Only the snow remover fell off in popularity (5,000 units moved) because little snow fell during the year.

This is what Power Products survey revealed as what customers expect to pay in 1957:

15 %	$60 to $75	15 %	$125 to $150
25 %	$90 to $100	8 %	Over $150
17 %	$100 to $125	7 %	Under $60

End

Power Tools



Portable unit sales continue upward spiral in '56, but some stationary tool manufacturers complain of slackened sales. Appliances dealers get only a small share of the volume.

FOR at least one segment of the power tool industry, portable units, the year 1956 proved eminently satisfactory in the overall number of sales recorded. For its opposite industry number, stationary units, it had become increasingly apparent that a certain slackening was being encountered in the momentum which had previously carried sales forward.

At least two major manufacturers of stationary, all purpose power tools commenting on sales during the year just past were agreed that there had been a "trend away" from the purchase of heavier units by the average inexperienced consumer. A third was emphatic in advising that while his own company's sales had been substantially larger than for any previous year in their corporate history, this had not been typical of "all the companies in our field." All were, however, optimistic over the prospjects which existed for brightening stationary tool sales during the year 1957.

The Place of the Portable

A great many estimates have been advanced in previous years as to the relative size of the portable electric tool industry. Robert D. Black, president of Black and Decker, believes that industry sales of portable tools at present range from $150,000,000 to $160,000,000 annually. It is his further contention that among the present manufacturers in the field, an approximate 60 percent of the industry is accounted for by 13 leading manufacturers. In this latter group he assigns such companies as Skil, Mall, Thor, Speedway, Porter-Cable, Stanley, Millers-Falls, Albertson, Chicago Pneumatic, Milwaukee, Pet, Oster, and of course, Black and Decker, a grouping whose names will be familiar to even the least informed "home craftsman". Mr. Black further emphasizes the fact that the remainder of industry sales were accounted for by lesser known brands "and more particularly by privately controlled brand names distributed by such very large national retailers as Sears Roebuck and Montgomery Ward."

An additional insight into the healthy state of portable power tool sales may be gained from the recently released Bureau of the Census report for 1954 which reports portable electric tool sales of $93,000,000 for that year alone. At least one source replying to ELECTRICAL MERCHANDISING's yearly market study letter believes that 1956 overall totals will in all probability closely parallel that figure. Since the census figures represent manufacturers' dollar volume, while the $150,000,000 quoted in the previous paragraph are probably retail it is apparent that both are in close agreement as to the 1956 sales figures.

In The Future

What is the future sales course for power tools? Generally speaking it would appear that there is little on the horizon to detract from the present healthy market for this

(Continued on page 208)

PERCENT OF ELECTRICAL WHOLESALERS HANDLING POWER TOOLS

New England	59.0	East So. Central	64.3
Middle Atlantic	67.7	West So. Central	68.2
East No. Central	61.9	Mountain	59.0
West No. Central	78.7	Pacific	43.2
South Atlantic	52.0	United States	61.5

(Chart courtesy *Electrical Wholesaling*)


They're waiting for the...
PLACE-MAKER
a revolutionary new concept in the kitchen business
that opens up new profit horizons for you!
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DIVISION AVCO CONNERSVILLE, INDIANA
ROLL-O-MATIC DISHWASHER-DRYERS • ROTO-TRAY DISHWASHER-DRYERS
KITCHEN CABINETS • FOOD WASTE DISPOSERS • BUILT-IN RANGES, OVENS
Also distributed in Canada by Moffats, Ltd., AVCO Mfg. Corp.

Power Tools

continued

purely male appliance. One source, voicing the general industry optimism, believed that as long as the labor saving attributes of power tools was stressed, as long as take home pay remains at present day high levels, then, too, would electrically powered tools continue to increase in popularity and demand. Paradoxically, one source thought that even though wages did continue high, tighter mortgage money and fewer building starts during the year ahead might lessen the number of new home owners, always a prime sales target of the power tool manufacturer. In general, however, 1957 promised well for the portable tool manufacturer.

What About Outlets?

Who sells the most power tools? Certainly not the appliance dealer, according to manufacturers. Most were unanimous in advising that while some few appliance dealers were successfully merchandising power tools, the majority were not doing an adequate selling job in this field. Most often mentioned as a basic difficulty was the fact that the average appliance dealer seemed to lack product knowledge, particularly in the case of stationary units. Mentioned also was the almost complete lack of interest in the product on the part of sales personnel. To quote one manufacturer, "The appliance dealer seems to be a different 'breed of cat' as far as merchandising, promotion and overall power tool sales ability are concerned."

Discount houses seemed to incur completely divergent viewpoints in the thinking of manufacturers. Two of the larger manufacturers of stationary units were convinced that this type of outlet had not increased overall sales; one other of equal size and industry stature thought that, "the discount house type of operation has definitely entered the picture and it would appear that every manufacturer will soon have to take a 'second look' at this type of distribution." Still a third source was convinced that the discount house was a comparatively good source of sales provided the product had been previously presold through national advertising.

Perhaps the greatest single thorn in the side of the average power tool retailer continued to be the catalog house. While it is obvious that sales of power tools can be concluded by even the smallest dealer with an interest in the product the main strength of firms like Sear's and Montgomery Ward lies in their ability to wrap up a greater assortment of merchandise, complete with technical details, in their catalog pages. It is probable that there will be a continued growth in sales of power tools through this type of outlet for just that reason.

In an effort to attract dealers who were still convinced that power tools of all sorts were big users of display space most manufacturers continued in their efforts to make their units attractive, eye-appealing, and sized as small as the work they were to perform would permit. Magna Engineering (Shopsmith) introduced three major tools to their recently restyled line during the year; Shopmaster could boast of two new units in their catalog, a radial arm drill press, and a deluxe tilt arbor saw; and Dormeyer showed a portable drill package, complete with accessories, which consumed a space of only 28" by 30" on the dealer's counter.

Few manufacturers of power tools would reveal the extent of their geographic sales in the United States. A 1955 survey by a sister publication, *Electrical Wholesaling* was revealing, however, in pointing up the extent to which wholesalers were stocking power tools in various regional areas. This survey is shown in chart form elsewhere in this article.

Distribution of these tools by wholesaling firms, while heavily weighted towards contractors (50.4 percent) showed sales of 19.8 percent to dealers, 26.3 percent to industrial users, and 3.5 percent to others.

Revealing also were the results of a 1956 survey by the same publication. To the question "how do you think your dollar sales of power tools in 1957 will compare with 1956?", 65 percent indicated an increase; 30 percent thought no change would occur, and only a small fraction (five percent) thought that the coming year would show a decline. Regionally the survey showed northeastern wholesalers believing the trend would be three percent up; midwesterners, up five percent; south, up five percent; far west, no change. It was obvious that as a group most sources were agreed that sales possibilities for power tools in the coming year continued to be excellent.

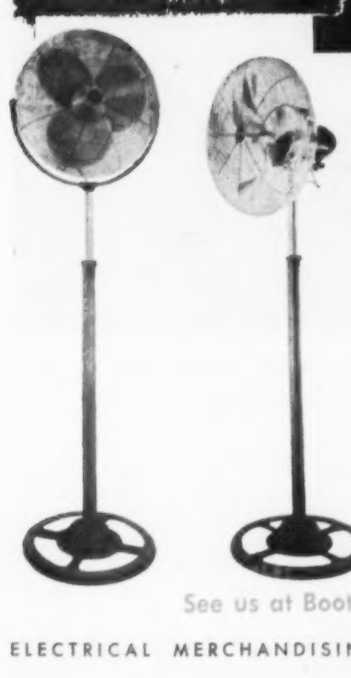
At their outset in 1948 the phenomonal sales growth of power tools was paced, and helped along the way, by the use of the coined term "do-it-yourself." It was a term applied to nearly every household chore and its use in consumer publications and newspapers of every sort helped to put across to the returned serviceman how many things he could do with power tools to the exclusion of expensive outside help. It was, in short, a term which advanced to the consumer the tremendous possibilities of power tools and it did its job well.

It was apparent however, and ELECTRICAL MERCHANDISING so reported in the January, 1956 statistical issue, that the term had been used to the point where it had lost its meaning and more important, its sales impact. It was more than ever apparent during 1956 that many manufacturers had recognized this and were altering both tools, and basic merchandising techniques, to meet these new standards. Greater emphasis was being placed on pointing out to the prospective buyer that the electrically powered tool was not something for the weekend hobbyist but instead was a basic requirement in the electrical age in which he lived. The purchase of power tools is no longer a part of a "do-it-yourself" fad. For more and more American men it has become a required investment. End

"I HOPE YOU'RE AWARE THAT THIS USED TO BE THE DIAMOND NEEDLE ON MY RECORD PLAYER."

While others sell summer the people summer the time

DIEHL sells more of your customers ALL of the time



—by big-time national consumer advertising in
LIFE, BETTER HOMES & GARDENS, HOUSE & GARDEN, HOUSE BEAUTIFUL and AMERICAN BUILDER.
In these magazines alone, your prospects are pre-sold to the tune of around 17,000,000—Seventeen Million—Consumer Impressions.

And the Diehl '57 Fan Family Merchandising Program helps you get MORE PROFIT out of the new line of Diehl Fans. Ask your Distributor for the Diehl co-operative advertising plan. Let him show you how to tie-in with Diehl's national advertising—*for more profits*—in local newspapers—on TV and radio. Then there's a complete selection of direct-mail and counter literature, that helps your prospects sell themselves. And see the traffic stoppers for the Diehl '57 Fan Family—Posters, Streamers and the Wall Selector Chart. Display Stands too—for Diehl window ventilators and attic ventilators.

All Diehl fans guaranteed for 5 years

Diehl

NEW STYLE FANS AND AIR CIRCULATORS—NEW AND HEAVIER PROMOTION FOR BETTER PROFITS THAN EVER BEFORE—WHEN YOU'RE IN THE DIEHL '57 FAN FAMILY.

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Electrical Division of THE SINGER MANUFACTURING COMPANY

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RCA VICTOR SHOWS YOU

HOW TO SELL MORE "PERSONAL" AND PORTABLE TV

WHO: You. With the RCA Victor full, *sell-up line*. More value, features, profit! (Shown) 36 sq. in.* *"Personal"* (8PT701)—$99.95. In ebony.

HOW: Easy. Stock and demonstrate RCA Victor portable TV. (Shown) 108 sq. in.* *Wayfarer* (14S707)—$149.95. Colors: red, gray, ivory.

WHAT: New 2-tone color. All of them full-performance sets. (Shown) 108 sq. in.* new *Stylist* (14S706)—$134.95. In two-tones: ebony-gold, blue-gray, garnet-gray.

WHY: Build volume sales. RCA Victor is the brand that surveys show is the most wanted TV in America. (Shown) 36 sq. in.* *"Personal"* (8PT703)—$125. In solid colors: red, gray, ivory, ebony.

WHERE: Your store. Stock them—and you'll sell them. (Shown) 108 sq. in.* *Sportster* (14S705)—$129.95. In ebony.

WHEN: Now. Call your distributor! (Shown) 108 sq. in.* *Wayfarer* (14S707)—$149.95. In blue-gray, garnet-gray, ebony-gold.

RCA VICTOR

Tmk(s) ® RADIO CORPORATION OF AMERICA

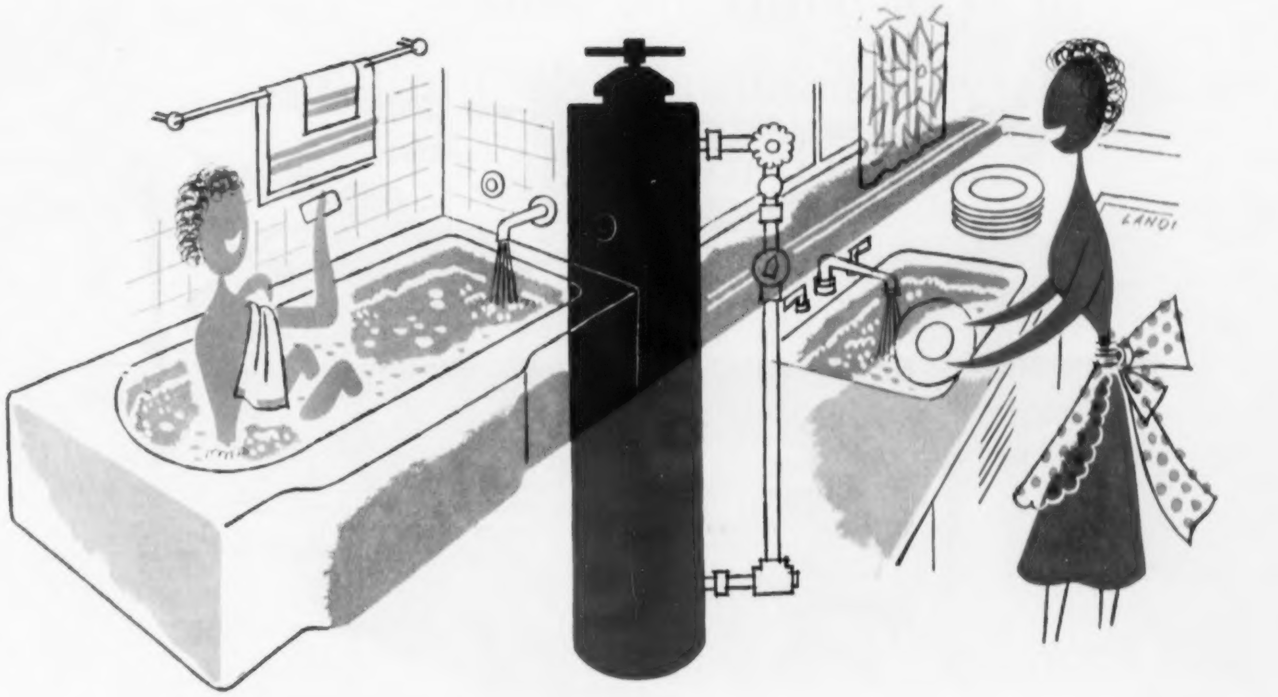
"HIS MASTER'S VOICE"

Manufacturer's nationally advertised VHF list prices shown. Some models slightly higher in far West and South. UHF optional, extra (not available in *"Personal"*).

*Square inches of viewable picture area	36	108
Picture tube, overall diagonal	8	14

EVERY YEAR MORE PEOPLE BUY RCA VICTOR THAN ANY OTHER TV

Water Conditioners



Sales jump 15 percent as publicity barrage finally begins to educate public to its need for soft water. Nation's 20,000-odd dealers sell 475,000 units for volume of $122,075,000

AT long last the whooping and hollering of publicists for good water is beginning to bear dividends for the water conditioning business.

The number of sales and rentals rose to 475,000 in 1956, a gain of 17.9 percent. Prices, thanks to increased use of automatics (40 percent) jumped $25 to an average of $257. Retail value of output was $122,075,000.

Arrived, in 1956, was also a concept of a water conditioner that did more than one thing to water—that is, removed iron or sulphur as well as hardness.

The Water Conditioning Foundation, 39 South La Salle St., Chicago, of which John Hosford is secretary, released new data during the year on the size of the industry.

It came out that there are now between 20,000 and 25,000 water softener dealers of all types in the United States. About 4,500 are exclusive, and 1,500 rent them.

Number of manufacturers is 151, but probably not more than 20 do more than $500,000 gross annual volume, and only 10 to 15 companies have more than regional distribution, and only five or six have their own tank plants.

Based on Bureau of Census data and National Production Authority figures, the Water Conditioning Foundation releases these figures on home owner and service units:

Year	Quantity	Year	Quantity
1947	187,478	1952	215,000
1948	191,600	1953	265,000
1949	197,000	1954	312,000
1950	205,000	1955	403,000
1951	207,000	1956	475,000

This, of course, was accomplished by publicity which brought the public to recognize that water was more than wet, that it was a partner of variable qualities.

11,000,000 Easy Customers

When you ask the question as to what is the market for water conditioning equipment, the reply is just what do you want to cover? Hard water does not follow the population distribution in the United States, and it is assumed that the major market is those areas where water is from 15 to 25 grains hard. Assuming that there are 45,000,000 homes in the U.S., it is estimated that 11,000,000 are in the 10 grains area, 29,300,000 where hardness is 3.5 and up. With 2,658,078 sales and rentals in ten years, saturation is quite low. Life of a water conditioner is around ten years, longer where plastic or glass lined tanks are used.

There is no pattern in distribution. Some makers sell directly to dealers, others go through distributors (dealer discount is 30 to 31½ percent, no trade-ins).

Buy or Rent Them

A retailer can sell them outright to the public, or place them on a service basis. There are two kinds of service, one where a man comes around and regenerates the unit with salt every so often, and the second a deal in which the customer puts in the salt himself. There are 12 manufacturers in the National Soft Water Service Assn., 158 Liberty St., Wheaton, Ill. (Suburb of Chicago). Russell D. Lund is secretary. This group has 1,500 service operators.

The reason the word "conditioner" is (*Continued on page 215*)

FOUR YEAR SALES SUMMARY — Water Conditioners

	1956	1955	1954	1953
Units Sold	**475,000**	**403,000**	**312,000**	**265,000**
Average Price	**$257**	**$232**	**$250**	**$250**
Retail Value	**$122,075,000**	**$93,496,000**	**$78,000,000**	**$66,250,000**

Water Systems & Pumps

Despite increase in sales to city dwellers, total volume drops to 775,000 units. Two-thirds of all sales go to non-farm homes and 40 percent of sales are replacements

NEW in the water system user field last year was the customer who is already hooked up to city water. Dissatisfied with low pressure, he uses a pump to fill a storage tank which supplies upstairs water and sprinkling facilities.

This type of usage, plus city wells, plus the movement of 1,500,000 people annually to the suburbs, gave the water pump industry sales of 775,000 water systems at an average price of $155. Retail volume is estimated at $120,125,000.

Besides having the farm business tossed in its lap, the water system industry benefits by the continuing movement of families to the suburbs.

Fall of the water table around most of our big cities, because of much pumping in crowded areas, has given a further push to a new type of pump, the submersible, which rests on the bottom of the well, and, located below water level, is less affected by fall of water levels.

Replacement Ratio High

The present age of water systems began about 50 years ago when power began to be applied to the domestic pumping of water. Today it is felt that at least 40 percent of sales go as replacements. There are no figures as to the life of a water system, it running from five to 34 years, depending on water and type of well which is utilized.

It is thought that two thirds of all water systems go to nonfarm owners. About half of the new installations are put in by one of the country's 18,000 well drillers, and the balance by plumbers, hardware or appliance men. Fully 90 percent of purchasers from mail order chains (who do 30 percent of the business) make their own installations of water systems.

Distribution is Different

A hard core of 250 distributors handle the delivery of these water systems, and usually do little shifting about. There are repair parts and pipe to go with the job. There is no succession of new models, as with appliances, and sales pressure is low. The distributor buys at 40 and five off. Frequently dealers who handle a volume or are in isolated spots are made sub-distributors, and get better than average discounts, which is around 25 percent for a retailer. There are many other means of distribution of pumps. Some makers sell mail order chains, some specialize in REA electric lines, some sell through their factory branches, others sell direct to any likely retailer who seems interested, and even consigns to him. The picture has changed radically since 1945.

It is the difficulty of getting distribution that keeps new manufacturers out of the field. There are no basic patents on pumps of any consequence today.

Six Pump Types on Market

Six kinds of pumps are made for shallow wells, and most common is the jet. Five of the types on the market today are especially made for utilization with deep wells. The submersible is new in the field, and was born in Austria during World War I, when it was a device used to pump out trenches. This

(Continued on page 215)

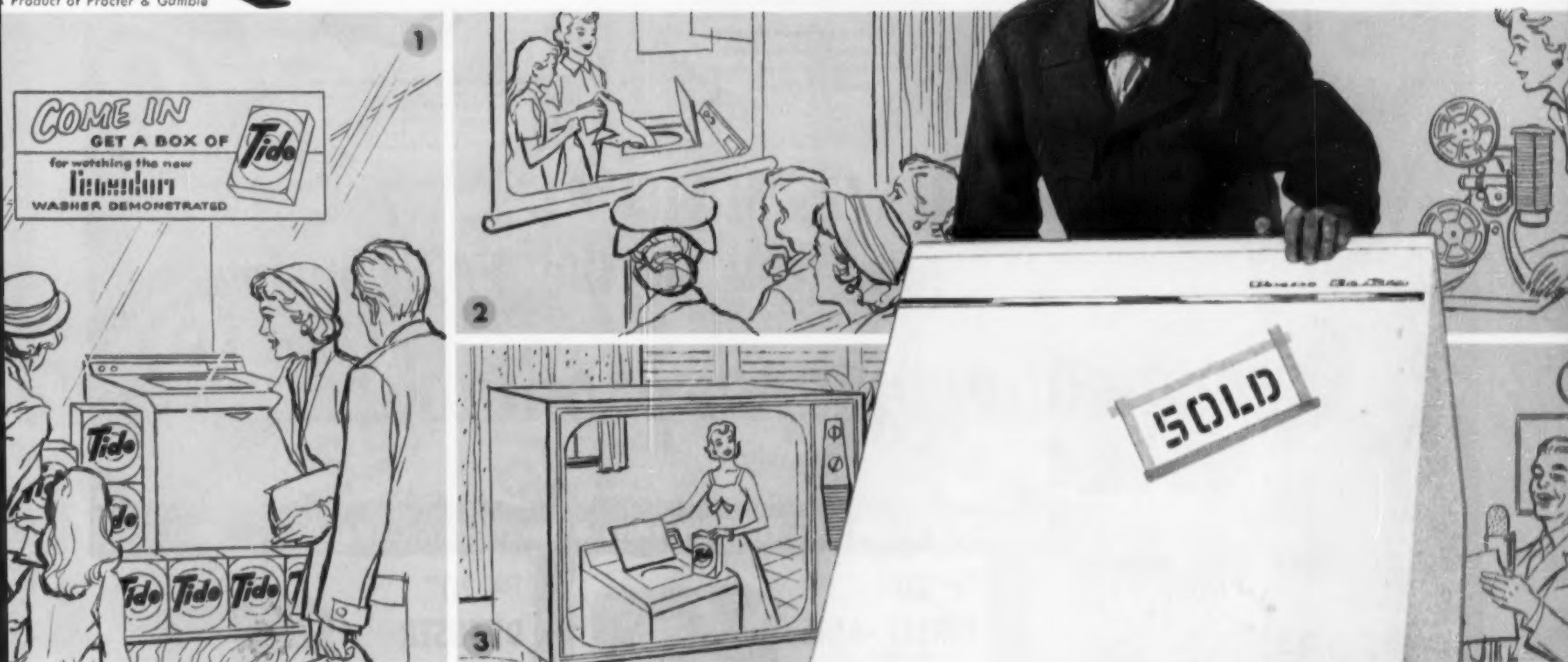
DOMESTIC WATER SYSTEM SALES

1956	775,000	1950	722,647	1944	316,385
1955	788,000	1949	527,964	1943	154,560
1954	728,000	1948	658,847	1942	239,072
1953	702,051	1947	762,855	1941	347,055
1952	687,017	1946	625,729	1940	258,497
1951	617,060	1945	390,130	1939	230,545

Source: U.S. Dept. of Commerce

Here are three ways to roll out extra automatic-washer sales with Tide!

A Product of Procter & Gamble

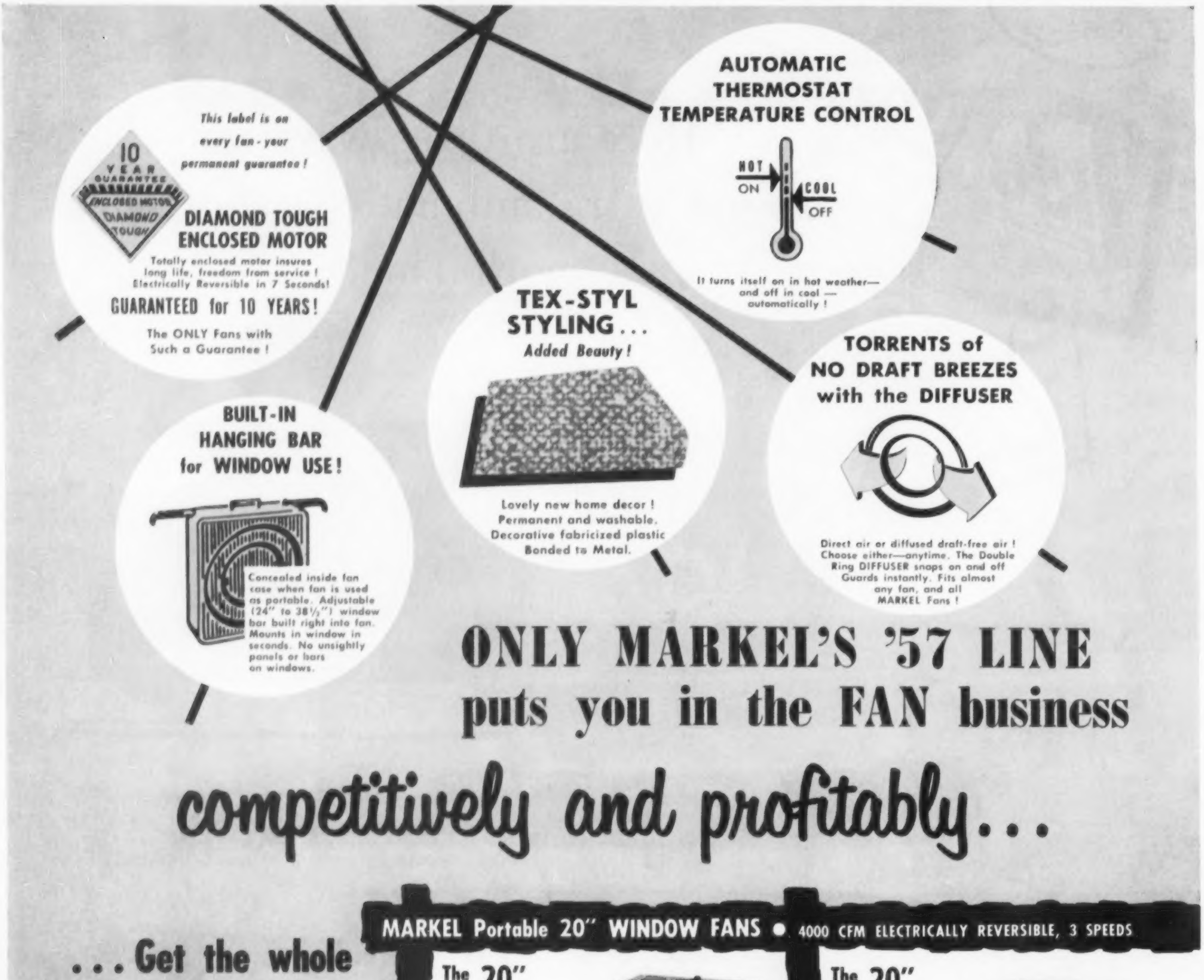


1. **Tide Premium Plan**—a simple but amazingly effective way to increase your store traffic and close sales. You offer your customers a box of Tide just for watching an automatic-washer demonstration, and a big supply of Tide with the purchase of a new automatic.
2. **Tide's automatic-washer film**—a real traffic-builder and salesmaker! This full-color movie, "A Washday Picnic," stimulates interest in automatics . . . instructs on proper home-laundry procedure. It's completely noncommercial (Tide isn't mentioned even *once!*). What's more, it's yours for the postage alone.
3. **Local TV and Radio**—the automatics *you* sell are featured in Tide's *saturation advertising* that reaches 80% of U. S. housewives ten times every month! Buy spots adjacent to Tide's network TV and radio shows to make sure you take full advantage of Tide's unparalleled advertising support.

For complete details contact the Tide Home Laundering Bureau, 1106 Enquirer Building, Cincinnati 2, Ohio.

Promote with Tide—it's your best tie-in bet!

- **The makers of 25 automatics pack Tide in their machines.**
- **More women use Tide in their automatics than any other washday product!**



This label is on every fan - your permanent guarantee!
10 YEAR GUARANTEE ENCLOSED MOTOR DIAMOND TOUGH
DIAMOND TOUGH ENCLOSED MOTOR
Totally enclosed motor insures long life, freedom from service! Electrically Reversible in 7 Seconds!
GUARANTEED for 10 YEARS!
The ONLY Fans with Such a Guarantee!
AUTOMATIC THERMOSTAT TEMPERATURE CONTROL
HOT ON
COOL OFF
It turns itself on in hot weather— and off in cool — automatically!
TEX-STYL STYLING...
Added Beauty!
Lovely new home decor! Permanent and washable. Decorative fabricized plastic Bonded to Metal.
TORRENTS of NO DRAFT BREEZES with the DIFFUSER
Direct air or diffused draft-free air! Choose either—anytime. The Double Ring DIFFUSER snaps on and off Guards instantly. Fits almost any fan, and all MARKEL Fans!
BUILT-IN HANGING BAR for WINDOW USE!
Concealed inside fan case when fan is used as portable. Adjustable (24" to 38½") window bar built right into fan. Mounts in window in seconds. No unsightly panels or bars on windows.
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competitively and profitably...
...Get the whole PROFITABLE competitive story at the
HOUSEWARES SHOW ... Booths C808 - C812
MARKEL Portable 20" WINDOW FANS • 4000 CFM ELECTRICALLY REVERSIBLE, 3 SPEEDS
The 20" DIRECT-AIRE
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MARKEL Portable, Reversible TWIN WINDOW FAN
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Model M 813 T
NEW! Striking New Front Grille Design AND NOW EACH FAN SWIVELS INDEPENDENTLY 180°! Each Fan exhausts OUT or Draws Fresh Air IN independently or together!
MARKEL "Economy" Portable, Reversible 20" WINDOW FANS
featuring the NEW Draft-Free DIFFUSER and NEW dynamically True balanced blades attached to sturdy solid Hub for peak efficiency. 2-speed. 3500 CFM. Electrically or Manually Reversible!
Model M 2042 R—Electrically Reversible Built-in Hanging Bar List Price $54.95
Model M 2040 F—Manually Reversible List Price $42.95
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Export Office: 15 Moore St., N. Y. 4, N. Y.

Water Conditioners

continued

used in the place of softener" lies in the fact that many things may be wrong with water. It may have a rotten egg smell, due to sulphur; it may stain clothing, thanks to iron or manganese solutions; it may taste like epsom salts, or be musty. Each calls for a different treatment.

How It Works

Hard water is made soft by the interchange of calcium and sodium salts. At the beginning a natural substance called "green-sands" accomplished this. Then came man-made zeolite, which is being replaced by resin beads, an outgrowth of the artificial rubber industry. High capacity resins have up to 30,000 grains capacity, compared to 15,000 for zeolite. About five manufacturers, among them Dow, Monsanto and Rohm & Haas, presently produce these resins.

Families who live where the water has 20 grains hardness are pushovers for conditioners. Those that move from soft water areas to hard water districts are easy to sell. The great difficulties lie in places where hardness is only 3.5 grains and up, where many people think the water is all right. Demonstration kits came on the market in this particular instance.

Soap manufacturers are behind the water conditioner business 100 percent. While they have produced a detergent that works in hard water, it works better in soft water. It costs them around 5¢ a lb. to produce soap, compared to 23¢ for detergents, and no detergent has been balanced to wash all types of clothes.

Competing with water softeners are chemicals which soften water, and next year we will have a comparative break-down of overall costs.

Trend toward Automatics

Anyone obtaining a water conditioning unit must make several qualifying decisions. He must decide whether he wants an automatic (one that puts in its own salt for regeneration); a semi-automatic or a hand operated machine. Trend toward automatics jumped from five to 25 percent during 1956.

Then he must gauge the water consumption of his family, and choose a size that will fit it. Too small a size calls for too frequent regeneration, which is unsatisfactory.

A Home Uses 40,000 Gal. a Year

A home uses about 40,000 gallons of water a year, and 10,000 of this is used with soap, the balance going to lawns, for washing cars and the like. It has been figured out that if this 10,000 gallons has seven grains hardness, it takes 80 lbs. of soap to neutralize the lime.

It is in its ignorance of water, and the fact that something can be wrong with it, that has caused water conditioning to be so obscured. The average American uses 1,500 tons of water a year, and only 18 tons of brick, steel and solids. But of water he knows the least and the growing triumph of water conditioners may be said to be due to publicity that at long last is acquainting the public with the facts. End

How A Water Conditioner Works

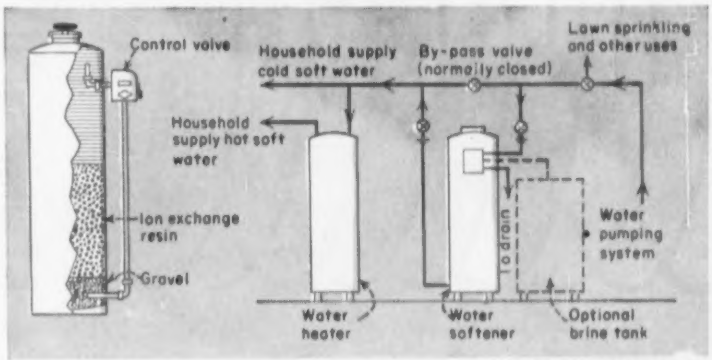


Chart courtesy Dow Chemical Corp.

Water Systems

continued

pump sinks to the bottom of the well and is efficient because it forces every drop of water into the pipes. Some types employ a water cooled and lubricated motor and waterproof cable supplies the electricity. Incidence of trouble has sunk from 10 percent to 1.5 percent, and with its efficiency, the submerged pump is growing rapidly in popularity. Getting it out of the well for repair is the greatest difficulty. A derrick is required.

Complete Jobs Sell

It should be said here that 90 percent of water system sales consist of complete jobs, which include motor, tank and pump. Pumps sold alone are usually for repairs.

Some idea of the increasing horsepower can be gleaned by this study on the various sizes of jets sold:

Sizes of Jets Sold

	1956*
1/3 hp jets and under	57,347
1/2 hp	91,789
3/4 hp and 1 hp	57,038
Over 1 hp	7,998

*7 month period

First Find Your Well

Obtaining a supply of water is a tailor-made job. One must first determine how much water he is going to need, and bring in a well that will yield it. The larger the pipe, the greater the supply of water. Today, when people appreciate how much water they need, the old fashioned driven, 2-inch well is virtually out, and a 5-inch drilled well is the minimum. Even 6-, 8- and 10-inch wells are put down by drillers, but the five is the standard. It costs from $3 to $5 a foot, and 200 ft. are common depths.

Decide on Pump first

After it is known how the well is producing, and how deep it is, the kind of pump is decided upon. Reciprocating types declined in popularity on account of its noise, and the jet must be avoided if there is sand in the water.

Sales of Pumps by Types

	Deep Well	Shallow Well	Submersible
1956	*236,396	*263,063	*41,622
1955	357,087	387,662	51,583
1954	310,881	366,982	48,593
1953	299,945	367,321	34,785
1952	296,541	385,476	......
1951	265,285	351,775	......
1950	294,724	427,923	......
1949	202,506	320,458	......

*9 months report.

Source: U. S. Dept. of Commerce, based on reports from 90 manufacturers.

About half the pump troubles come as a result of bad installations, and the poor technician digs his own grave. Mechanics of repair are not complicated, and motor shops take care of electric troubles. Service must be fast if it is successful, as home owners do not like to be without water.

Sales are spread out evenly through the year as evidenced by this report from the U. S. Department of Commerce:

Publicity Helps

The publicity put on by the National Association of Domestic and Farm Pump Manufacturers, (39 South La Salle St., Chicago, John Hosford, secretary) is beginning to win an understanding of how much water is needed by a family, and to lift the water system from nondescript anonymity. There is a move on by several makers to employ designers to doll up their pumps to appliance standards, and water week has become a national institution.

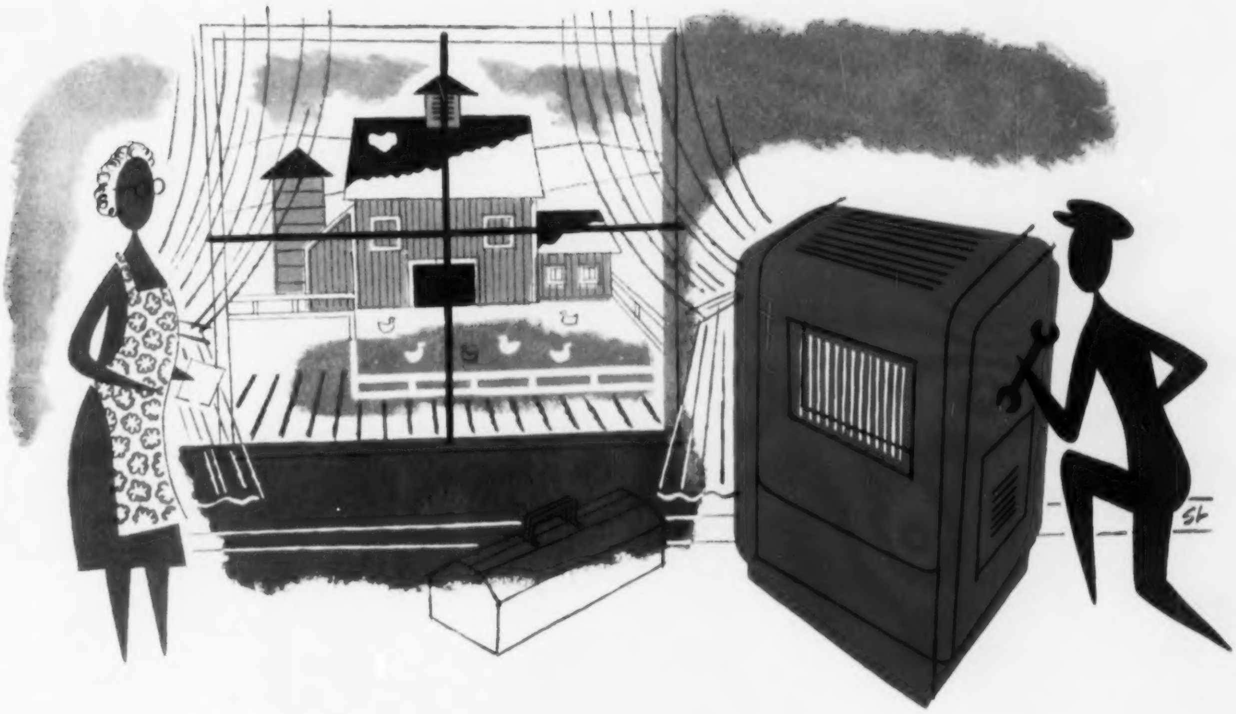
Better realized by dealers is the fact that $1 spent for water system creates $2 worth of appliance and plumbing business. End

MONTHLY SALES OF WATER SYSTEMS

	1956	1955	1954		1956	1955	1944
January	56,410	49,379	44,740	July	73,434	79,297	74,337
February	53,031	47,528	49,244	August	80,730	86,109	73,853
March	53,768	65,667	61,067	September	......	81,857	77,250
April	65,268	65,724	67,242	October	......	63,523	62,366
May	74,977	73,315	55,206	November	......	49,467	44,538
June	75,536	80,538	71,198	December	......	40,771	35,415

Source: U. S. Dept. of Commerce, based on reports from 90 manufacturers

Oil & Gas Space Heaters



Sales of all types fell off slightly in 1956, but the millions of existing older homes without benefit of central heat insure a continuing market

THE great, shining appeal of the space heater to the dealer is its margin of profit—40 percent. Add to that the fact that a family must have heat and it's obvious why this appliance is among the best credit risks.

On a business believed to be at a standstill, 1956 totted up a total of 1,204,330 units of all types being sold (1,301,500 in 1955) of which 375,000 were oil burning, 306,831 gas, 207,500 LP gas, and 315,000 wall type.

Average price ran around $98 for the oil type, compared to $121.22 for all other kinds. Fifty-six percent of those sold had blowers and 65 percent thermostats. In this survey, it should be stated, only the larger, vented type of heaters are considered.

Small Carryover

The carryover into 1957 will not run more than 86,200 units, the average manufacture believes.

Summing up the market, one manufacturer said: "The switch from solid fuels to oil, and from oil to gas, continues. To complicate matters, there is the ever growing trend to central heating."

However, not all new homes have central heating. The 1950 U.S. census (still the last word on the subject) reveals that there were 1,128,314 more houses without central heat in 1950 than there were in 1940, which proves that not all new homes are built with furnaces. The space heater finds its greatest use in new houses in the South. Still, it is estimated that only two percent of oil space heaters go into new construction, compared to 50 percent of the wall types.

Wood and coal users are logical prospects for space heaters. Between 1949 and 1950, 3,451,795 homes dropped wood, and 2,755,757 coal.

85 to 90 Percent Saturation

Saturation is a subject on which there are many opinions. It is thought that 90 percent of oil space heaters are sold to families already owning one, and with gas heaters, 85 percent.

The trade-in is scrapped by the big retail outfit, or sold to some one who specializes in rebuilding and reselling. Korman of Richmond, Virginia, is a furniture store that has gotten rich doing this.

South Bend, Ind., is another town where several dealers sell space heaters, yet depend on one dealer installing and servicing. In small places, the retailer recovers what he can out of trades and junks the balance.

City Prospects Too

There are as many prospects for space heaters in big cities as on farms, the U.S. Dept. of Commerce reveals. Wherever a home has no central heating, it is a prospect. There were 10,064,880 urban homes without central heat in 1950. Towns over 10,000 population buy 18.4 percent of our space heaters; towns of 2,500 to 10,000, 11.1; towns under 2,500 (rural non-farm), 24.3; suburban, 4.7; rural dwellers, 41.5.

Old homes form a much bigger market for space heaters than do the newer ones. There are so many more of them existing today.
(Continued on page 218)

FOUR YEAR SALES SUMMARY — Oil Space Heaters

	1956	1955	1954	1953
Units Sold	375,000	410,000	452,000	647,800
Av. Retail Price	$98	$98	$96	$96
Retail Value	$36,750,000	$40,180,000	$43,394,000	$60,892,000

Space Heaters

CONTINUED FROM PAGE 217

The 1950 U.S. census, which reported on 44,229,845 occupied houses, showed them to be of these ages:

10 years old or less	9,174,635	(20.7%)
10–20 years old...	5,897,625	(13.3%)
20–30 years old...	8,893,715	(20.1%)
30 years and over	20,263,870	(45.8%)

Newest of the space heater family is the wall type.

Wall types are replacing floor furnaces because they take up less space. Only 20 percent of sales have trade-ins involved, compared to 75 percent of other types. Fully 50 percent go into new construction. They are financed by FHA and other mortgages. Fewer carryovers of this type will go into 1957—only 75,000 units.

Speaking of carryovers from 1956 to 1957, this year is better than the past. One manufacturer breaks down his estimate of the market on carryovers: oil space heaters, 130,000 units; gas space heaters, 100,000; LP heaters, 40,000; wall types, 75,000. This is only the belief of one firm, however.

Selling Method

Shortness of the selling season—July to October—has brought out promotions of the hot and heavy kind. Turley's True Value stores in Joliet, Ill., this year put on a two day deal with free coffee and ice cream, plus dating, plus factory experts to answer questions.

Typical stock for a dealer to carry are 35, 50, 60 and 80 BTU models in gas, 35, 40, 50 and 65 in oil. About 15 percent of the country's 180,000 to 200,000 dealers do floor planning.

Not yet arrived in the field is color, although several dull colors have been sold for years. Flush to wall oil burning models were new in 1956, and sold out quickly.

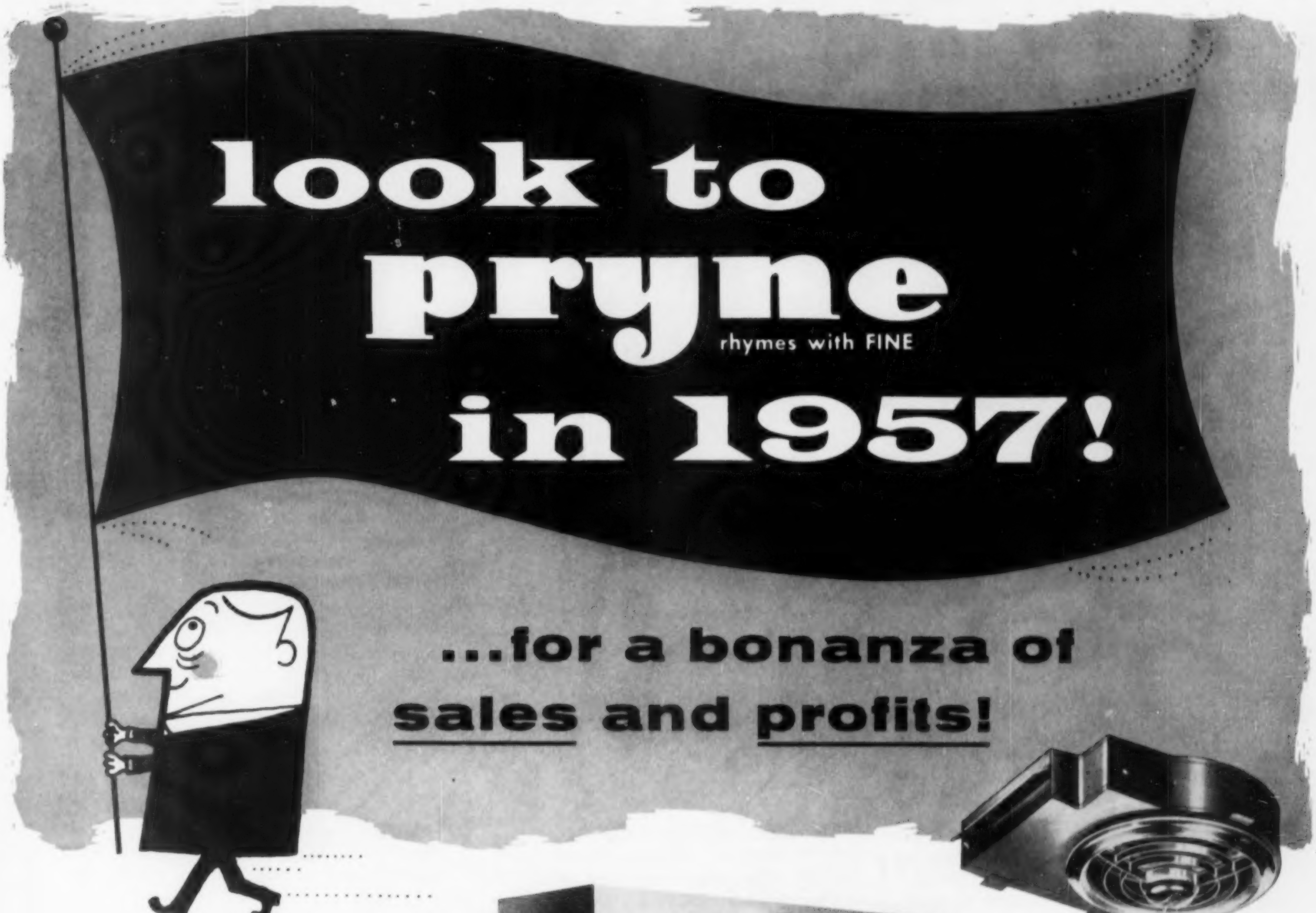
Most successful distributors seem to be small volume operators, with limited territory, who concentrate on dealers.

The Pacific northwest opened up to gas in 1956. The public likes gas even though more costly, but sales depend on utility permits.

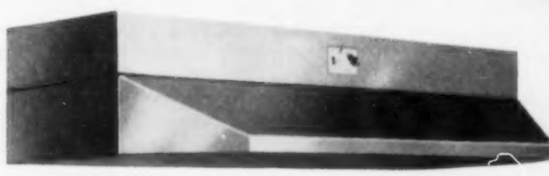
Seven states were outstanding for space heater sales, as in past years: Florida, 11.74 percent; North Carolina, 11.60; Michigan, 8.41; Illinois, 5.09; Indiana 5.18; New York 4.01, and South Carolina 4.63. *End*

TWO YEAR SALES SUMMARY
Gas, LP and Wall Type Space Heaters

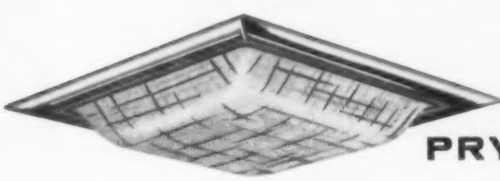
	1956	1955
Gas units sold	306,831	345,500
LP Gas units sold	207,500	187,666
Wall units sold	315,000	358,33



BLO-FANS



KITCHEN HOODS



PRY-LITES

CEILING HEATERS

This year as never before you can bank on extra profits from Pryne. The reasons are clear. Pryne products are nationally advertised . . . the ultimate in quality . . . and "buy appeal" built into every feature of easy to demonstrate, easy to prove superiority.

Your customers are money ahead, too, with lower installation costs thru Pryne's compact time and work saver designs. Plus the added savings of Pryne's built-to-last-and-last construction that ends profit-cutting call backs.

Look to Pryne for Built-In Buy Appeal!

pryne
rhymes with FINE

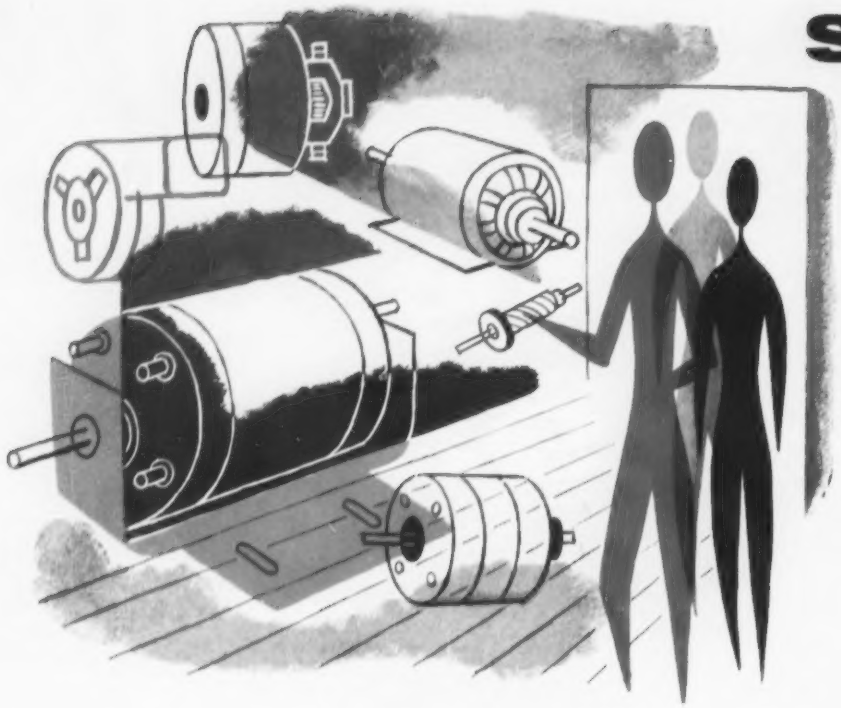
MANUFACTURERS OF KITCHEN HOODS, RECESSED LIGHTING, EXHAUST FANS

PRYNE & CO., INC.
P.O. BOX 698, POMONA, CALIFORNIA EM-1

Please send me information on the following Pryne Products
☐ Blo-Fans ☐ Pry-Lites ☐ Ceiling Heaters ☐ Kitchen Hoods

COMPANY____________________
NAME____________________
ADDRESS____________________
CITY____________ZONE____STATE______

Small Motors



First comprehensive study deflates some old figures and estimates 3,250,000 units were sold over the counter in 1956 at an average retail price of $26.75

A SIX months' study by one of the largest producers of fractional horsepower motors, aided and abetted by the largest single retail outlet, has brought up new figures on the over-the-counter retail market.

This survey estimates that there were 3,250,000 fractional horsepower motors sold at retail in 1956, at an average price of $26.75.

There were produced, all told, 56-million fractional horsepower motors in 1956, but 66 percent of them went into fabrication, and many went into special jobs that did not involve sale at retail.

Of these motors sold at retail, 10 percent were ¼ hp, 18 percent were ⅓ hp; 50 percent were ½ hp; and approximately 25 percent were ¾ hp. This is a considerable jump from last year's estimate, but for some reason, people have been buying bigger motors. Likewise, there has been a distinct turn toward the capacitor type, which rose from 35 to 40 percent of the total retail market.

It must be remembered that motors are among the oldest electrical devices sold, and are produced by around 165 manufacturers. The first patent was taken out in 1837 and there have been 11,000 types made since Edison's day, with 525-million fractional horsepower motors in use today. There is no association in the industry and since fractional horsepower motors sold at retail are a small part of the total market, not much attention has been paid to them. The guesses of sales managers in the motor field are remarkably wild.

Small Replacement Market

It is estimated, this year, from 10 to 12 percent are going into replacements. It is thought that about 155 million motors have been replaced to date, and the average life is 15 years.

(Continued on page 225)

HOW TO PICK THE RIGHT MOTOR FOR THE JOB

APPLICATION	SIZE	HORSEPOWER† (HP)	SPEED (RPM)	MOTOR TYPE
Belt Sander	4 inch	1/4	1725	Split-Phase
Belt Sander	6 "	1/2	1725	Split-Phase
Belt Sander	10 "	3/4	1725	Capacitor-Start
Blowers		1/4* up	1725	Split-Phase
Chicken Feeder		1/2	1725	Capacitor-Start
Churn		1/3	1725	Split-Phase
Concrete Mixer	Small	1/2	1725	Capacitor-Start
Compressors	Small	1/4* up	1725	Capacitor-Start
Corn Sheller	Single hole	1/4	1725	Split-Phase
Cream Separator		1/2	1725	Capacitor-Start
Disk Finisher	12 inch disk	1/2	1725	Capacitor-Start
Drill Press	1/4 inch	1/3	1725	Split-Phase
Drill Press	1/2 "	1/2	1725	Split-Phase
Drill Press	3/4 "	3/4	1725	Capacitor-Start
Fans (attic, exhaust, etc.)		1/4* up	1725	Split-Phase
Feed Mixer	15 bu.	3/4	1725	Capacitor-Start
Feed Grinder		3/4	1725	Capacitor-Start
Flexible Shaft	5/16" dia. —50'	1/3	1725	Split-Phase
Flexible Shaft	1/2" dia. —75'	1/2	1725	Capacitor-Start
Grader (fruit or egg)		1/4	1725	Split-Phase
Grain elevator (auger)		1/2* up	1725	Capacitor-Start
Grinder	6" wheel	1/3	1725	Split-Phase
Grinder	7" "	1/2	1725	Split-Phase
Grinder	8" "	3/4	1725	Capacitor-Start
Ice Cream Freezer	8 quarts	1/4	1725	Split-Phase

APPLICATION	SIZE	HORSEPOWER† (HP)	SPEED (RPM)	MOTOR TYPE
Jig Saw	12" or 15"	1/4	1725	Split-Phase
Jig Saw	18" or 25"	1/3	1725	Split-Phase
Jointer	4 1/2"	1/2	3450	Capacitor-Start
Jointer	6"	1/2	3450	Capacitor-Start
Jointer	8"	3/4	3450	Capacitor-Start
Lathe (metal)	6" swing	1/2	1725	Capacitor-Start
Lathe (metal)	10" "	3/4	1725	Capacitor-Start
Lathe (wood)	8" "	1/3	1725	Split-Phase
Lathe (wood)	12" swing	3/4	1725	Capacitor-Start
Lawn Mower (reel type)	18"	1/3	1725	Split-Phase
Meat Grinder	Small	1/4	1725	Split-Phase
Milking Machine		3/4*	1725	Capacitor-Start
Paint Sprayer	Small	1/3	1725	Split-Phase
Planer		3/4	3450	Capacitor-Start
Pumps		1/3* up	1725	Capacitor-Start
Pump Jack		1/2	1725	Capacitor-Start
Refrigerator (mechanical)		1/3* up	1725	Capacitor-Start
Saw (band)	8" throat	1/3	1725	Capacitor-Start
Saw (band)	10", 12", and 14"	1/2	3450	Capacitor-Start
Saw (bench)	6" and 7"	1/2	3450	Capacitor-Start
Saw (bench)	8"	3/4	3450	Capacitor-Start
Saw (bench)	10"	1	3450	Capacitor-Start
Shaper	Spindle	1/2	3450	Capacitor-Start
Stoker		1/3	1725	Capacitor-Start
Washing Machine		1/3	1725	Split-Phase

*Whenever known, always use horsepower recommendation of device manufacturer. †For unusually heavy duty, use next higher horsepower than shown.

— COURTESY OF GENERAL ELECTRIC CO.

GREATEST ADVERTISING PUSH EVER ON **Admiral**® HI-FI

Model HC4406 • In Mahogany Grained Finish, $199.95

All the sound...makes all the difference!

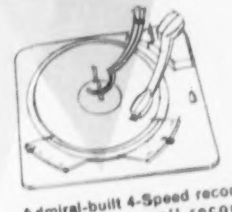
Discover new listening pleasure with rich Admiral High Fidelity

Admiral's brilliant new Omnisonic high fidelity system offers perfect ear-level sound. Now every note on your favorite records comes to thrilling new life. Compare the top-quality features you get with Admiral high fidelity. Make your choice from a variety of luxurious decorator styles and fine furniture finishes.

One-knob adjustment lets you hear recording exactly as the sound engineers meant it to sound...individual compensation for each record.

Admiral Omnisonic speaker system gives smooth, undistorted flow of sound from the deepest of bass tones through smooth middle ranges to the very highest frequencies.

Smooth, even listening pleasure through entire frequency range with powerful 20-watt amplifier. Hum-and-noise-free at all normal listening levels.



Admiral-built 4-Speed record changer plays all record speeds—even 16-2/3 rpm "talking books". Sets itself automatically for correct record size.

4-Speed High Fidelity Chairside Phonograph. Puts good listening within arm's reach. Relax in your favorite chair...listening to Admiral high fidelity. Model HS3376, $119.95

Admiral®

Prices slightly higher in South, West and Canada. Subject to change without notice.

AS FEATURED IN Esquire-COLLIER'S-NEW YORKER, ETC.

January 28th your Admiral dealer begins his

Surprise Value Sale!

...MIRAL MARQUETTE 21"

...n cabinet styling • Dual speaker sound system • Lighted, easy-to-see channel dial for easy tuning • Push button On-Off • New Imperial 400 chassis • Model C323B26 in Mahogany Grained Finish • Suggested list price $339.95† • Also available in Blonde Oak Grained Finish.

What a surprise your Admiral Dealer has waiting for you on January 28! He's put special "Surprise Value" price tags on his brilliant new 1957 Admiral television sets. What kind of prices? The kind you've been waiting for—a *real* break in the price of black-and-white television!

Each set has all the electronic achievements that have marked Admiral as a world leader in television. You'll find captivating cabinetry, too, and a lavish selection of lustrous finishes. But quantities are limited on some models. So make a mental note to see your Admiral Dealer when his "Surprise Value" sale opens.

It'll be first come, first served, beginning at 9:30 AM, Monday, January 28!

Admiral®

**Overall diagonal. Viewable area 262 sq. in.*
†Slightly higher in South and West... subject to change without notice.

THE ADMIRAL CHATEAU 21"

Lazy Susan Swivel • Lighted, easy-to-see dial • Dual speaker sound system • Golden Picture Frame • New, deluxe 300 chassis • Model C323A16 in Mahogany Grained Finish • Suggested list price $289.95† • Also available in Blonde Oak Grained Finish or Genuine Sierra Veneers.

THE ADMIRAL SORRENTO 21"

Top Front tuning • Smart "off-the-floor" styling • Super 200 chassis • Local-Distant switch • Wide range FM system, sound beamed to your ear • Model C23A11 in Walnut Grained Finish • Suggested list price $229.95† • Also available in Mahogany and Blonde Oak Grained Finishes.

MORE ADMIRAL PROFIT MAKERS

As featured in national magazine advertising

The Daring Vibration Test that sells Admiral Portable TV for you!

Full line advertising that sells Admiral High Fidelity for you!

Admiral®

CALL YOUR ADMIRAL DISTRIBUTOR...TODAY!

Small Motors

CONTINUED FROM PAGE 220

It is thought that the average American home has eight fractional horsepower motors. Today, it is the guess that places built within the last five years have 10 to 20. By 1966 industry will be producing 100-million motors a year, and homes will take 70-million of them.

Scaled down, also, are the number of retailers who sell motors. It is now felt there are 120,000 dealers who sell at retail and there are 80,000 who carry stock. There are 500 catalog houses listing motors, but the bulk of the retail business is with people who carry them out of the store. In addition to appliance stores and the chain stores, wholesale firms like W. W. Grainger, which has 54 wholesale branches, also sell motors.

Chief belief that small motors made no advance in numbers in 1956 is due to the fact that half of them are sold in farm areas. With the drop in crop prices, the farmer has put the rubber band back on his bankroll and is not buying. Non-farm areas buy 25 percent of the motors and the city people another 25 percent.

The idea of selling small motors by retailers is something new in the field and the trend has caught manufacturers in general by surprise. The sweep of rural electrification has come with the last 20 years, and no one anticipated that farmers were going to employ a lot of power. In fact, the REA admitted that two thirds of its lines were inadequate and it is believed that this is true of privately owned lines in farm areas. The retailing of motors started with second-hand jobs taken off trade-in washing machines.

More Capacitor Types

The reason dealers sell more capacitor motors than anything else is due to the fact that they will start on a high load. The dealer never knows what kind of a job the customer is going to put the motor on, so he sells him a capacitor, which incidentally, is more profitable to him.

The capacitor (or condenser) type motor is used for heavy duty as with water pumps, stokers and compressors. It requires up to 19 amps on $\frac{1}{4}$ hp sizes, and has a medium starting torque, 300 percent of full load torque. It has a high pull-up or accelerating torque —250 percent of full load. It may be used on 120 v circuit, if $\frac{1}{3}$ hp or less.

The split phase motor, which amounts to 40 percent of demand, is used for either starting load or maximum load if applied at full load speed, such as on washers, ventilating fans and light power tools. Not well realized is the fact that power companies do not allow on their domestic lines motors that draw 20 amps or more in starting. True, they close their eyes to washer motors because they are usually being run in a period of low demand and at short intervals. A split phase motor may cause dimming of lights on under-

(*Continued on page* 228)

"ANYMORE I'M NOT EVEN SURE IF IT'S WESTINGHOUSE."

special at a new low price!

Hamilton created its new *Suburban* special by asking—"*How much can we put in?*"—not, "How much can we take out?" The result? A startling sales package that gives you—high-end, feature-packed units . . . new low prices . . . healthy, profit-protecting discounts . . . ready for volume selling right now! See the new Hamilton *Suburban* and you'll see why we say—*You'd never guess how little it costs!*

New Hamilton Suburban promotion for you!

Beautiful big full-color, full page ads in these magazines build Hamilton sales for you!

Rich, full-color product literature—complete Hamilton *Suburban* merchandising kits for you!

ton

LINE GOING!

Handsomely styled, loaded with high-end features!

You'll sell the new *Suburban*—without apologies! Smart new color accents of *Suburban* blue sparkle on a design adopted from the top of the Hamilton line. Outstanding array of high-priced features means there's more to see, more to sell in the new *Suburban!*

Priced to sell $100.00 or more under the market!

That's right! You can sell a complete Hamilton *Suburban* home laundry for $100.00 or more under comparable washers and dryers. Richly styled, value-packed with performance features—and still you get a $70.00 edge on *Suburban* washers, a $40.00 edge on matching dryers!

Plus healthy, high-end discounts!

High-end appearance, new low price—and discounts that leave you room to breathe, and then some! Hamilton *Suburban* is not a "you lose" special—and this is not just talk! At the Market, or from your Hamilton Distributor, find out how Hamilton *Suburban* puts profit back in volume-selling!

Ready now... in quantity... without tie-ins!

Hamilton *Suburban* has everything for the dealer but a hook! You take what you want, you get what you take—with or without other items from the complete Hamilton laundry line! No "tag-along" grief, because Hamilton means laundry equipment *only*—and Hamilton laundry equipment means business, *for you!*

Merchandise Mart space 1175

Small Motors

CONTINUED FROM PAGE 225

wired or overloaded circuits. Its characteristics are:

1. High torque type demands large starting current—up to 32 amps for ¼ hp size.
2. Has a low starting torque, 200 percent of full load torque.
3. Has low pull-up or acceleration torque—200 percent of full load torque.
4. Efficiency—65 percent for ¼ hp size at rated power.
5. Should be located close to meter and have a special large wire circuit.
6. Lowest price of three prominent types of motors but limited in size to ½ hp or less.

The repulsion-induction motor has dropped to about five percent of retail demand, one manufacturer said, and is used on machines that are hard to start and require medium acceleration. It is suitable for machines taking up to 10 hp. Its characteristics are:

1. Demands low starting current up to 13 amps on one hp size.
2. Has the highest starting torque.
3. Has medium pull-up or accelerating torque—225 percent of full load torque.
4. High break-down torque—265 percent of full load torque.

You can't guess an appliance dealer's income by the money he spends—but sometimes you can guess the outcome!

5. Efficiency—50 to 75 percent of rated power.
6. Can be used on 120 v circuit if ¼ hp or less.
7. Requires smaller wire sizes when located far from meter because of lower starting current demand.

The shaded pole motors which cost the least of all to build are sold over the counter, largely for fans and the like. They run to about eight percent of total over-the-counter sales.

Universal high speed motors are employed on jobs that call for a light load. Sewing machines, drills, food mixers, vacuum cleaners, shavers, motion picture projectors use them. The commutator types employ brushes that have to be replaced every 1,000 hours. Their characteristics are:

1. Run on ac or dc.
2. Are generally high speed, 3,500 to 20,000 rpm.
3. Have a high starting torque.
4. Have a low pull-up or accelerating torque.
5. Speed varies with load.
6. Limited to one hp sizes for continuous service.

(Continued on opposite page)

Small Motors

CONTINUED FROM PAGE 228

7. Can be operated on 120 volt circuit if ¼ hp or less.

8. Variable speed regulated by load on resistance and circuits.

Although nobody seems to know where they go, three phase motors are continuing to be sold over the counter. Farmers can't use them because their current is not right. While cheaper to operate per horsepower, they have to have electricity fitted for their use and must be installed by an electrician.

Not included in this article are "flypower" motors which are used largely in clocks. While they are actually fractional horsepower motors, they come in a special category. There are about 20 manufacturers of this type and it is thought that 22-million units were produced in 1956.

How to Get Service

The repair of motors comes in jobs that the dealer or the owner can do and those that require the attention of a shop. Signs of motor troubles are fuses blown; sparks; troubles in radio and audible noise. Repairs easily made are switches and bearings. If the winding fails it is a major cost and motor should be replaced or rebuilt. This sort of repair is justified only when time is an element.

It is believed there are around 10,000 repair shops in the United States. One of the largest makers has 400 outlets giving service, and not all are company owned.

New at this time is the growth in the numbers of the home worker, who goes out with a truck, picks up motors and repairs them in his basement.

Dealers who desire to have a service man trained in the repair of motors are advised to send him to the factory school for six weeks or to work in a factory for a while to get an understanding of the thing. No private schools are known to give training on motor repair. Cost of machinery for a repair shop runs around $1,000.
End

DISCOUNT HOUSES...

are apparently here to stay, and in April Electrical Merchandising will sharpen its editorial pencil and tell you something about their good features, and their drawbacks. In short, a rundown of just what the countrywide picture is on a mushrooming national phenomenon.

1956 In The Far

West: BIGGER THAN EXPECTED

By CLOTILDE G. TAYLOR

An 18 percent increase in appliance dollar volume, a 222 kwhr jump in electric use and a 4.2 percent gain in wired homes outstrip the rest of the nation and belie the predictions of a slowdown in growth

Average appliance investment per home—$1,029

13,150 dealers serving 7,086,100 homes

Average residential consumption—3,689 kwhr

$871,123,000 worth of appliances sold in '56

Average dealer volume gained $8,600 to $66,500

WHEN predictions were made last year for 1956, it was confidently expected that good times would continue, but it was figured that the extraordinary rate of increase in population and business prosperity which had marked the Far West for the past few years would slow down. Influenced by that belief, there has been a general feeling during the year that, although business was exceptionally good for the individual firm concerned, actually it was somewhat less than a year ago for the region as a whole. This pessimism has been shown to be unwarranted by the reports from utilities on dealer sales. These indicate that wired homes in this area have increased by 4.2 percent, that average kwhr use per home is up by 222 kwhr to a present average of 3,689, and that dollar volume of business in electrical appliances has been 18 percent higher in 1956 than in 1955.

Over 90 Percent Included

Reports were received from 103 utilities in the eleven Western states, serving a total of 6,478,508 domestic customers. Applying the 4.3 percent rate of increase to the total number of wired homes as estimated for this area in 1955, gives a figure of 7,086,100. In other words, 91.4 percent of all wired homes in the West are included in this report. The showing for the three Pacific Coast states is even better. There 96 percent of all wired homes are served by the utilities reporting. The Intermountain area, which possesses a larger number of small utilities, turned in reports covering 78.5 percent of all wired homes. All sales and saturation figures this year have been expanded to cover the total number of wired homes in these areas. In figuring sales and saturation totals for Wyoming and New Mexico, both of which states have important areas served by companies reporting in other states, it has been possible to include regional reports from some of these utilities, greatly increasing the accuracy of results. This has modified some of the totals derived solely from the tables of companies reporting from each state.

California Leads Numerically

Numerically California leads in the advance, with about 180,000 additional domestic customers served this year—a 4.77 percent increase. From a percentage standpoint, Arizona again shows the greatest gain, with 7.0 percent more wired homes in 1956 than in 1955. Colorado is not far behind with a 6.2 percent gain. Other states: Washington, 2.5 percent; Oregon, 2.46 percent; New Mexico, 5.6; Montana, 2.86; Idaho, .69; Wyoming, 3.5; Utah 2.2; and Nevada, 4.7. For Hawaii, Alaska and British Columbia, the actual companies reporting are used as the base for expansion of sales and saturation figures. Hawaii, with 107,420 customers reported by four companies, shows a five percent increase; Alaska, 5 companies reporting, 18,110 customers, had a 3.95 percent advance; and British Columbia, three companies, 309,140 customers, was 5.1 percent above 1955.

Kwhr Use Increased by 222

The average annual kwhr consumption per domestic customer for the eleven Western states this year was 3,689, a 222 kwhr increase over last year. The State of Washington had the highest average figure, at 7,909 kwhr used per home, an increase of 457 over 1955. No utility from this state reported less than a 7,100 average use, and three reported figures above the 10,000 kwhr level. The Tillamook PUD from Oregon reported an average 16,200 kwhr consumption per domestic customer, undoubtedly the highest in the country. There is a 90 percent saturation of electric ranges and water heaters on its lines. The average for Oregon was 7,621 kwhr, 542 above last year's average. Other state averages: California, 2,473 kwhr; Nevada, 6,515 kwhr; Montana, 3,646; Idaho, 6,453; Wyoming, 3,021; Colorado, 2,363; New Mexico, 2,192; Arizona, 2,950, Utah, 3,934. The average for the Pacific Coast was 3,749 kwhr, an increase of 241 kwhr over 1955; for the Intermountain area it was 3,446 kwhr, up 148 kwhr over last year's figure.

MORE ▶

1956 IN THE FAR WEST . . .

Consumers Spent 15% More for Appliances

Hawaii showed a 191 kwhr increase, to bring its average use per home to 3,721 kwhr. Alaska, where sales of appliances this year more than doubled, the kwhr consumption rose by 824, to an average of 3,807 kwhr. British Columbia homes on the average now use 4,039 kwhr annually, up 433 from the 1955 level.

Dollar Volume Up 18 Percent

Counting only the appliances included in this report, the customers of the utilities serving the eleven Western states last year purchased some $871,122,900 worth of this equipment through retail channels. This does not include the substantial number of refrigerators, electric ranges and water heaters, home freezers and laundry equipment which were sold direct to builders or otherwise bypassed dealers. The total was 17.7 percent above sales reported in 1955. It must also be remembered that a number of large as well as small appliances are not included in the survey.

This increase in sales was widespread and included almost all states and most appliances. Exceptions geographically were Nevada and Wyoming, both of which states reported lower total sales and also, notably, British Columbia, where the extraordinary boom of last year seems to be definitely over. Sales there were 38.5 percent off. California, which reported a sale of $476,361,500 worth of appliances, up 25 percent over 1955 figures, actually accounted for 54 percent of the Western total. Montana, with a 37 percent gain, Utah with 23 percent, New Mexico, up 20 percent, and Colorado, up 19.7 percent, were all higher than the average. Oregon, with an 11.8 percent increase, and Washington, up 3.6 percent, showed lesser gains.

Hawaii utilities report a business of $12,541,000, up 30.4 percent. Alaska domestic customers purchased $1,574,200 in appliances, up 103 percent over last year's reports, while British Columbia sales, in terms of American prices, amounted to about $28,360,200.

The Individual Home Bought More

Although some of the $131,323,600 increase in sales reported from the eleven Western states could be credited to the increase in population, this was by no means the dominant factor. When sales are reduced to home units, it becomes apparent that the average domestic customer of this area last year spent $123.42 for the appliances included in the survey, which was $15.05, or 14 percent, more than in 1955. The average spent per home in the Intermountain area was $127.62, on the Pacific Coast $121.34. A study of the accompanying table will indicate that highest figures per home are reported from states where the saturation of electric ranges and water heaters is high, Oregon topping the list, with an average purchase amounting to $179.40 per home. New Mexico, Montana, Idaho, Colorado and Utah are all above the average. The average domestic customer in Hawaii spent $116.72, in Alaska $86.81 and in British Columbia $93.91.

Saturation Figures Higher

Saturation figures on some of the appliances as reported by the various utilities are surprisingly reliable, even those which are

(Continued on page 240)

TABLE I. DOLLARS SPENT PER DOMESTIC CUSTOMER FOR VARIOUS APPLIANCES—1956

	Refrigerator	Range	Water Heater	Home Freezer	Room Air Conditioner	Evaporative Cooler	Automatic Washer	Conventional Washer	Ironer	Dryer	Vacuum Cleaner	Dish-Washer	Food Waste Unit	Radio	Television	Total
Washington	18.08	17.22	5.68	9.16	.54	.16	20.76	1.88	.61	10.64	4.45	3.12	.41	2.86	17.42	112.99
Oregon	30.02	24.58	6.42	18.13	1.31	—	33.47	3.82	1.53	19.80	1.39	.95	.53	4.61	32.84	179.40
California	23.49	5.80	.66	6.21	2.62	1.67	24.45	1.81	.38	5.02	6.36	4.35	4.62	3.27	25.36	116.07
Pacific Coast	**23.30**	**9.27**	**1.93**	**7.80**	**2.18**	**1.44**	**24.72**	**2.16**	**.52**	**7.23**	**5.62**	**3.36**	**3.61**	**3.34**	**24.86**	**121.34**
Montana	23.07	17.66	2.21	9.52	1.44	.39	26.51	8.31	.74	17.13	3.16	3.39	2.07	3.30	26.80	145.70
Idaho	23.33	19.24	7.94	16.91	1.28	.43	21.15	1.39	1.01	7.23	1.85	1.38	.51	1.58	39.84	145.07
Wyoming	12.26	8.06	.45	8.81	2.56	.49	14.36	5.07	.95	7.38	1.92	1.59	.59	2.34	14.28	81.11
Colorado	30.78	11.47	1.68	8.91	4.83	1.40	27.94	4.61	1.01	9.67	4.14	2.46	2.56	1.55	22.74	135.77
New Mexico	29.22	8.51	1.55	13.51	5.98	9.27	23.60	4.03	2.21	3.82	6.42	1.95	.54	5.49	35.60	151.80
Arizona	23.17	4.43	.68	7.62	9.82	7.95	16.36	3.52	1.02	1.72	1.66	2.04	.65	2.21	17.68	100.53
Utah	21.66	15.26	2.53	10.27	.99	2.36	22.66	3.73	3.22	7.99	8.04	2.49	1.51	2.72	20.12	125.55
Nevada	22.40	9.92	3.34	'3.36	6.05	3.88	8.14	.06	3.47	1.42	1.75	5.85	2.38	.52	4.78	77.32
Intermountain	**25.06**	**11.86**	**2.38**	**10.15**	**4.38**	**3.27**	**22.44**	**4.15**	**1.49**	**7.63**	**3.62**	**2.40**	**1.49**	**2.44**	**24.86**	**127.62**
11 West. States '56	**23.87**	**9.89**	**2.23**	**8.36**	**2.69**	**1.89**	**24.20**	**2.63**	**.97**	**7.31**	**5.16**	**3.12**	**3.11**	**3.13**	**24.86**	**123.42**
11 West. States '55	**20.48**	**9.15**	**1.93**	**7.12**	**2.11**	**1.27**	**18.40**	**2.98**	**1.10**	**5.95**	**5.03**	**2.33**	**1.24**	**2.73**	**26.45**	**108.27**
Hawaii	28.26	12.79	5.91	9.44	3.46	—	22.61	3.58	.50	2.18	.91	2.40	1.13	1.05	22.50	116.72
Alaska	15.64	11.66	3.84	8.68	—	—	9.38	1.37	.34	5.60	2.61	3.48	1.02	3.85	19.24	86.71
British Columbia	23.84	12.67	4.14	3.71	—	—	7.12	1.96	.20	3.82	4.40	.90	.10	1.47	29.58	93.91

TABLE II. PATTERN OF SALES FOR THE AVERAGE DEALER IN 1956
(Figures in Percent of Total Sales)

	Refrigerator	Range	Water Heater	Home Freezer	Room Air Conditioner	Evaporative Cooler	Automatic Washer	Conventional Washer	Ironer	Dryer	Vacuum Cleaner	Dishwasher	Food Waste Unit	Radio Sets	Television Sets
Washington	15.99	15.22	5.03	8.11	.49	.15	18.35	1.67	.56	9.40	3.94	2.77	.37	2.53	15.42
Oregon	16.73	13.70	3.58	10.11	.73	—	18.66	2.14	.85	11.03	.77	.53	.30	2.57	18.30
California	20.24	5.00	.57	5.35	2.26	1.44	21.06	1.56	.33	4.32	5.48	3.75	3.98	2.82	21.84
Pacific Coast	**19.20**	**7.64**	**1.60**	**6.43**	**1.79**	**1.19**	**20.37**	**1.78**	**.43**	**5.96**	**4.63**	**2.77**	**2.97**	**2.75**	**20.49**
Montana	15.84	12.12	1.52	6.53	.99	.27	18.19	5.70	.51	11.75	2.17	2.33	1.42	2.26	18.40
Idaho	16.08	13.26	5.47	11.56	.88	.30	14.57	.97	.70	4.98	1.27	.96	.37	1.08	27.46
Wyoming	15.12	9.94	.56	10.86	3.15	.61	17.71	6.25	1.17	9.10	2.37	1.96	.73	2.88	17.59
Colorado	22.67	8.45	1.24	6.58	3.56	1.03	20.58	3.39	.74	7.12	3.05	1.81	1.89	1.14	16.75
New Mexico	19.26	5.61	1.03	8.90	3.94	6.11	15.55	2.66	1.46	2.52	4.23	1.29	.36	3.62	23.46
Arizona	23.04	4.40	.69	7.59	9.77	7.90	16.27	3.50	1.01	1.72	1.66	2.03	.64	2.20	17.58
Utah	17.26	12.16	2.03	8.11	.80	1.88	18.05	2.98	2.57	6.37	6.41	1.99	1.21	2.17	16.01
Nevada	28.97	12.83	4.32	4.34	7.82	5.02	10.53	.08	4.49	1.84	2.26	7.56	3.08	.68	6.18
Intermountain	**19.63**	**9.29**	**1.86**	**7.96**	**3.43**	**2.56**	**17.59**	**3.25**	**1.17**	**5.98**	**2.84**	**1.88**	**1.17**	**1.91**	**19.48**
11 West. States '56	**19.34**	**8.01**	**1.81**	**6.77**	**2.18**	**1.53**	**19.61**	**2.13**	**.79**	**5.92**	**4.18**	**2.53**	**2.52**	**2.54**	**20.14**
11 West. States '55	**18.8**	**8.4**	**2.1**	**6.5**	**2.1**	**1.2**	**16.8**	**2.7**	**1.0**	**5.9**	**4.7**	**2.0**	**1.1**	**2.4**	**24.3**
Hawaii	24.21	10.87	5.06	8.10	2.97	.03	19.37	3.07	.44	1.88	.79	2.06	.97	.90	19.28
Alaska	18.02	13.45	4.44	10.01	—	—	10.82	1.58	.39	6.46	3.01	4.01	1.18	4.44	22.19
British Columbia	25.38	13.49	4.41	3.95	—	—	7.59	2.09	.22	4.07	4.68	.96	.11	1.56	31.49

TABLE III AVERAGE 1956 SATURATION IN THE WEST

	Refrigerator	Range	Water Heater	Home Freezer	Room Air Conditioner	Evaporative Cooler	Automatic Washer	Conventional Washer	Ironer	Dryer	Vacuum Cleaner	Dishwasher	Food Waste Unit	Radio Sets	Television Sets
Washington	95.2	84.3	76.2	19.7	3.4	11.5	37.5	68.1	12.9	24.6	87.0	9.2	4.9	107.0	66.0
Oregon	94.4	80.2	74.2	21.3	4.8	—	53.3	42.3	8.5	27.7	79.9	6.2	1.1	98.4	70.1
California	85.8	16.1	7.3	12.8	3.2	10.5	71.4	16.0	9.8	6.8	81.1	5.5	11.3	105.9	77.7
Pacific Coast	**88.0**	**32.2**	**23.7**	**14.6**	**3.4**	**10.6**	**64.6**	**26.2**	**10.1**	**11.4**	**81.9**	**6.1**	**9.4**	**105.4**	**75.3**
Montana	91.6	51.7	46.1	44.6	3.6	2.3	18.8	85.7	13.4	25.4	87.5	8.5	5.9	108.9	16.9
Idaho	97.3	80.9	77.7	32.2	2.9	2.9	36.5	58.9	20.8	28.0	91.9	5.2	3.0	98.9	55.6
Wyoming	94.8	42.0	17.8	21.9	1.5	5.8	44.0	50.0	19.2	29.0	88.0	4.3	2.5	98.0	51.1
Colorado	94.0	17.5	10.3	18.3	4.8	5.7	24.1	60.6	10.7	13.1	72.1	6.9	6.8	94.8	73.0
New Mexico	94.4	29.7	21.7	21.1	1.8	87.8	37.6	31.1	4.3	4.7	66.6	4.3	10.0	97.4	68.6
Arizona	93.4	15.9	9.7	13.6	6.9	82.6	50.5	41.8	11.7	3.9	69.1	11.4	11.4	98.1	76.8
Utah	91.2	58.9	31.5	16.8	11.9	23.2	35.3	58.6	10.1	13.6	84.9	3.8	3.2	98.1	77.9
Nevada	93.3	66.2	59.6	20.0	14.8	79.0	60.4	40.0	9.9	9.9	89.8	19.7	40.0	94.7	74.0
Intermountain	**93.7**	**38.4**	**28.9**	**22.4**	**5.6**	**31.7**	**34.5**	**55.2**	**11.9**	**14.6**	**74.6**	**7.0**	**8.6**	**98.3**	**64.2**
11 West. States '56	**89.3**	**33.5**	**24.9**	**16.4**	**3.9**	**15.9**	**57.6**	**32.9**	**10.6**	**12.1**	**81.0**	**6.3**	**9.1**	**103.7**	**72.7**
11 West. States '55	**89.5**	**32.2**	**23.2**	**17.2**	**2.4**	**15.6**	**39.2**	**46.7**	**10.8**	**10.6**	**65.5**	**5.7**	**6.1**	**97.4**	**69.4**
Hawaii	95.2	47.2	44.4	12.8	1.9	—	51.7	35.7	1.8	5.3	49.4	5.6	5.1	96.9	70.8
Alaska	84.9	61.1	40.2	11.0	—	—	11.9	89.2	3.7	8.7	70.6	5.2	2.5	96.6	33.2
British Columbia	82.7	42.3	30.5	5.6	—	—	12.9	72.2	4.2	4.6	84 (l.v.)	1.1	.47	135.0	67.7

Appliance Markets by Regions

In 13th annual report, Electrical Merchandising's 256 utilities credit total appliance sales with a 10 percent gain, disposers with a jump of 82.49 percent. Utilities also report sales per 1,000 customers, kwhr consumption, and the number of dealers in their territories

APPLIANCE sales in 1956 rose 9.79 percent over 1955, according to ELECTRICAL MERCHANDISING'S thirteenth annual utility survey of appliance, radio, and television sales. Increases were registered on every product with the exception of ironers.

On the national summary table opposite, unit sales of appliances by regions are given in sales per 1,000 customers served by the reporting utility. On succeeding pages are the actual sales of major appliances, radio, and television for each utility and region.

In the 1956 survey, 256 utilities reported (compared with 254 in 1955). These companies serve 38,543,210 customers—81.3 percent of the estimated 47,415,000 wired homes in the country and a 3.15 percent rise over last year.

The reports show the number of customers served by each utility company, the annual kwhr consumption per meter, the estimated unit sales of appliances in their respective areas, the number of dealers serving their territory, and the merchandising plans of the utility.

The study shows that, during 1956, unit sales were up—from 1.48 to 82.49 percent—on every item except ironers, which dropped 0.48 percent. The largest gain (82.49 percent) was in food waste disposers, while the smallest (1.48 percent) was marked up by refrigerators.

Regionally, the West South Central area apparently scored the best among the nine regions again this year. The area led or tied for first place appliance sales per thousand on four items—freezers, air conditioners, washers (tied), and television. Tied for second place were the South Atlantic and Pacific areas, which led in per thousand sales for three items each. The South Atlantic region led in refrigerators, ranges, and water heaters, while the Pacific region led the field in vacuum cleaners, dishwashers, and food waste disposers. The Mountain area trailed close behind with firsts in washers (tied), ironers, and dryers.

The East North Central area scored a first in radios. The Middle Atlantic and West North Central regions scored no firsts, with New England also lagging behind.

Sales in 1956

Refrigerators. A 1.48 percent increase in refrigerator sales was reported by 174 utilities. Projected nationally, refrigerator sales would be 3,687,939 compared to 3,634,000 in 1955. Four regions—the West North Central, South Atlantic, East South Central and West South Central—were above the national average of 78 sales per thousand.

Electric Ranges. Reports from 193 utilities show that range sales were up 9.14 percent nationally. The 1956 projected total of 1,536,246 compares with the preceding year's 1,407,600. The average sales per thousand were 32 and this figure was topped in the New England, West North Central, South Atlantic, East South Central, Mountain, and Pacific regions. The 32-per-thousand average rose from 1955's 31.

Water Heaters. A 1956 increase of 8.13 percent was registered for water heaters on the basis of reports from 190 companies. The average sales per thousand were 16, up from 15 per thousand last year. Projected nationally, sales would be 761,011 in 1956 as compared to 703,800 last year. Above average sales were registered in the South Atlantic, East South Central, Mountain, and Pacific regions.

Home Freezers. Based on data from 175 companies, home freezer sales increased 1.77 percent. Sales per thousand were set at 17, the same as last year. Above the national average were the West North Central, South Atlantic, East South Central, West South Cen-

(Continued on page 236)

NUMBER OF DEALERS

(1956 Figures from 206 Cos.)

No. Cos.		Dec. 1956	Dec. 1955	% Change
19	New England	3,793	3,666	+3.46
18	Middle Atlantic	13,465	13,612	−1.08
29	East North Central	15,586	15,257	+2.16
20	West North Central	8,664	8,878	−2.41
16	South Atlantic	9,054	9,607	−5.76
12	East South Central	3,686	3,648	+1.04
18	West South Central	7,465	7,326	+1.90
41	Mountain	4,066	3,831	+6.13
33	Pacific	6,753	6,699	+ .81
206	Total	72,532	72,524	+ .01

UTILITY MERCHANDISING

(Plans for 1957)

	Will	Will Not
New England	18	3
Middle Atlantic	6	13
East North Central	17	13
West North Central	15	16
South Atlantic	9	9
East South Central	3	9
West South Central	6	14
Mountain	6	54
Pacific	3	39
Total	83 (32.8%)	170 (67.2%)

Electrical Appliance Market Data—NATIONAL SUMMARY

STATE	NUMBER OF REPORTING UTILITIES	(ESTIMATED) CUSTOMERS (Domestic & Rural) Dec. 31, 1956	ESTIMATED UNIT SALES OF APPLIANCES, RADIO, TV IN 1956 PER 1,000 CUSTOMERS														NUMBER OF DEALERS SERVING Territory	REPORTING UTILITY PLANS ON MERCHANDISING IN 1957	
			Refrigerators	Ranges	Water Heaters	Freezers	Room Air Conditioners	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dishwashers	Food Waste Disposers	Radio Sets	Television Sets		Will	Will Not
Maine	3	244,991	40	19	21	5	..	29	16	1	7	15	1	1	..	..	560	2	1
New Hampshire	1	116,500	45	33	13	3	6	51	..	..	..	..	..	..	..	..	170	1	..
Vermont	1	58,400	..	..	..	..	..	..	..	..	..	..	..	..	..	..	150	1	..
Massachusetts	9	1,396,182	62	35	8	3	10	64	6	1	15	25	5	4	91	117	1,949	8	1
Rhode Island	2	73,900	32	51	23	6	3	32	21	3	19	26	4	3	65	65	124	2	..
Connecticut	5	636,940	64	36	14	8	19	69	16	4	21	24	16	11	86	133	944	4	1
New England	21	2,526,913	59	34	11	5	13	61	10	2	16	24	8	6	90	120	3,897	18	3
New York	7	4,774,335	74	14	5	5	40	69	6	2	17	66	7	5	129	99	6,382	2	5
New Jersey	4	1,616,000	57	32	29	10	20	55	20	1	26	44	8	..	..	89	2,579	1	3
Pennsylvania	8	2,769,227	73	30	15	13	28	66	35	3	34	37	7	5	164	160	6,704	3	5
Middle Atlantic	19	9,159,562	73	21	9	8	35	68	18	3	24	56	7	5	143	124	15,665	6	13
Ohio	9	2,352,433	87	38	15	15	22	64	33	4	40	52	6	11	154	115	4,488	3	6
Indiana	5	800,143	69	47	31	25	25	47	18	2	58	28	11	14	56	62	1,911	3	2
Illinois	4	2,023,977	82	15	4	10	33	68	36	1	15	84	4	7	309	159	3,012	2	2
Michigan	7	1,897,567	68	30	16	7	13	←63→		2	26	102	3	2	34	66	3,561	4	3
Wisconsin	5	772,220	45	32	22	13	9	38	10	3	33	48	5	9	131	94	2,614	5	..
East North Central	30	7,846,340	75	30	14	12	22	←83→		2	31	67	5	9	243	116	15,586	17	13
Minnesota	4	707,720	89	35	20	27	23	39	20	9	29	27	8	8	47	66	2,300	4	..
Iowa	6	576,185	58	39	15	21	27	40	25	3	23	18	3	4	55	83	2,350	5	1
Missouri	8	925,126	94	29	9	24	59	45	30	3	28	37	8	10	58	216	2,220	2	5
North Dakota	6	25,862	39	32	30	32	2	17	38	4	32	26	4	3	42	59	126	..	6
South Dakota	2	50,840	57	44	34	24	21	42	15	11	34	37	7	7	56	334	444	2	..
Nebraska	2	193,800	56	41	7	14	66	51	30	..	24	..	3	3	55	84	710	1	1
Kansas	4	333,850	67	30	4	24	58	81	20	2	31	28	4	7	..	138	1,105	1	3
West North Central	32	2,813,383	81	33	13	24	43	48	25	6	28	27	7	8	50	135	9,255	15	16
Delaware	1	70,000	79	43	46	10	29	64	19	2	43	43	6	4	171	143	120	1	..
Maryland	2	574,213	97	20	13	21	26	←73→		2	15	41	9	8	68	59	260	2	..
District of Columbia	1	296,648	93	23	2	17	56	68	16	1	25	83	20	22	231	190	328		1
Virginia	2	1,014,000	..	65	26	..	5	..	..	..	27	..	..	..	..	..	2,700	..	2
West Virginia	2	222,150	47	23	7	12	4	37	22	1	25	28	2	1	70	86	379	2	..
North Carolina	2	899,000	71	74	57	19	14	57	4	1	7	..	4	..	..	36	2,600	1	1
South Carolina	1	148,000	169	59	64	27	68	95	..	11	14	..	24	20	..	122	229	..	1
Georgia	3	609,805	120	81	28	37	62	70	82	2	11	59	28	5	157	124	247	2	1
Florida	5	939,826	113	70	78	16	52	75	19	1	10	25	9	6	71	130	2,191	1	3
South Atlantic	19	4,773,642	102	56	39	22	38	←95→		2	16	45	14	8	104	108	9,054	9	9
Kentucky	3	418,500	110	56	19	38	23	47	82	2	18	22	4	3	109	191	1,075	1	2
Tennessee	6	409,159	87	61	42	25	112	69	20	1	21	45	10	9	63	134	591	..	6
Alabama	1	511,545	72	51	19	26	37	65	38	.4	9	29	5	3	84	125	1,250	1	..
Mississippi	2	228,060	77	18	2	24	31	22	10	..	6	..	2	1	44	50	770	1	1
East South Central	12	1,567,264	82	49	22	27	54	55	35	1	14	31	6	4	81	124	3,686	3	9
Arkansas	2	279,641	88	16	3	31	32	57	32	..	8	..	5	5	..	135	1,200	1	1
Louisiana	4	574,209	105	14	4	42	77	96	31	7	11	27	12	6	199	165	1,569	1	3
Oklahoma	2	483,300	65	21	1	13	39	58	22	..	10	..	..	..	90	124	1,120	..	2
Texas	12	2,040,448	85	30	4	44	100	←106→		3	19	37	14	14	124	155	3,828	4	8
West South Central	20	3,377,598	86	25	3	38	84	←106→		4	15	36	13	12	125	152	7,717	6	14
Montana	8	134,673	72	68	20	24	5	96	55	3	81	38	11	18	103	134	811	..	8
Idaho	5	115,755	73	74	70	43	4	77	9	5	34	23	5	5	50	199	814	1	4
Wyoming	5	25,750	38	32	4	22	9	52	34	4	35	23	5	5	73	72	81	3	2
Colorado	13	347,877	96	44	15	23	15	102	31	4	46	51	8	23	49	114	744	2	11
New Mexico	8	129,532	86	31	8	35	17	85	27	10	18	78	5	5	172	168	258	..	8
Arizona	5	231,688	72	17	6	19	31	60	23	5	8	21	7	6	69	98	761	..	5
Utah	10	207,403	68	59	22	26	3	82	25	14	38	98	8	14	85	101	828	..	9
Nevada	7	58,565	70	39	30	9	19	30	.4	15	7	21	20	22	18	24	160	..	7
Mountain	61	1,251,243	78	45	20	25	14	82	24	7	36	51	7	12	76	122	4,457	6	54
Washington	18	734,180	57	67	50	23	2	←71→		3	50	54	10	4	90	87	1,698	1	17
Oregon	7	526,287	94	95	57	46	4	122	25	7	93	17	32	5	144	164	1,374	..	7
California	17	3,966,798	73	22	6	16	8	←101→		2	24	78	15	42	102	127	4,546	2	15
Pacific	42	5,227,265	74	35	17	20	7	←102→		3	34	74	16	33	104	123	7,618	3	39
UNITED STATES	256	38,543,210	78 (174)	32 (193)	16 (190)	17 (175)	33 (157)	←89→ (169)		3 (137)	25 (183)	51 (109)	9 (156)	13 (138)	130 (102)	124 (152)	76,935 (242)	83	170
Alaska	5	18,110	49	45	35	22	0	34	9	2	26	32	12	9	124	96	60	1	4
British Columbia	3	309,140	75	49	37	9	..	26	19	1	18	54	3	1	46	148	699	..	3
Hawaii	4	107,420	88	49	52	24	2	82	24	2	10	11	8	10	33	112	235	1	3

Appliance Markets by Regions

CONTINUED FROM PAGE 234

tral, mountain, and Pacific regions. The national projection would be 814,590 sales compared to last year's 800,400 sales.

Room Air Conditioners. Room air conditioners registered a 1.76 percent increase in sales. Per thousand sales were set at 33, the same as last year. With 157 utilities reporting, the projected national sales would be 1,544,781, up from last year's estimate of 1,518,000. Regions which topped the average per-thousand sales figure were the Middle Atlantic, West North Central, South Atlantic, East South Central, and West South Central (with a huge 84 per thousand).

Washers. Sales of washers increased 17.38 percent, according to the figures of 169 power companies. Sales were 89 per thousand compared to 78 per thousand last year. Nationally, this means the sale of 4,217,090 washers in 1956, as against 3,592,600 washers in 1955. The South Atlantic, East South Central, West South Central Mountain, and Pacific regions were above the U.S. average.

Ironers. Ironer sales are still dropping—from five per thousand in 1953 to four per thousand in 1954 to three per thousand in 1955 and this year to slightly under three per thousand. Projected sales would be 132,762, slightly below last year's 133,400. The Mountain region registered seven per thousand and the West North Central area reported six per thousand, both areas well above the national average. Statistics came from 137 utilities.

Dryers. Dryers continued to register substantial gains with a 26.13 percent increase. Data was compiled from 183 companies. Over-all sales would be 1,177,789 compared to last year's 933,800. A 25-per-thousand sales clip contrasted to last year's 20 per thousand. Leading regions (above the national average) were the East North Central, West North Central, Mountain, and in the Pacific region.

Vacuum Cleaners. With sales running 51 per thousand customers, vacuum cleaners were up 8.03 percent over last year. The 1955 average was 49 per thousand. Projected national sales this year would be 2,439,976 compared to 1955's 2,258,600. Higher-than-average sales were recorded in the Pacific, East North Central, and Middle Atlantic regions.

Dishwashers. Dishwashers took a 39.38 percent jump in the answers supplied by 156 utilities. The appliance sold at a rate of nine per thousand as opposed to seven per thousand last year. Projected sales in 1956 would be 429,580 compared to last year's 308,200. The South Atlantic, West South Central, and Pacific regions led the national average.

Food Waste Disposers. Bright in the appliance picture were food waste disposers, which registered a spectacular 82.49 percent gain. The 138 reporting utilities indicated a projected national total of 596,007 as against 326,600 last year. The Pacific area led the nation with a huge 33 per thousand sale. National average was 13 per thousand.

Radio. Continuing its rebound of last year, radio again scored substantial increases. A total of 102 reporting utilities registered a cumulative 26.16 percent increase in radio sales. Sales were set at 130 per thousand as opposed to 106 per thousand in the previous year. Projected nationally, sales would total 6,163,002 sets. This would compare with 4,885,200 last year. The East North Central and Middle Atlantic areas were both well ahead of the national average.

Television. Television registered a better gain than last year (when the increase was only 4.39 percent) with a rise of 7.60 percent. The projected national total, based on the reports of 152 utilities, would be 5,889,891 sets compared to 1955's 5,474,000. Sets were sold at a rate of 124 per thousand consumers (over last year's 119 per thousand). The West South Central and the West North Central regions took the national lead for television sales.

Dealers Increase Slightly

The number of dealers again registered a very slight increase, according to the reports of 206 companies. These companies report 72,532 dealers in their areas as of December, 1956, compared to 72,524 appliance retailers in December, 1955. This is a gain of .01 percent.

The biggest gain in dealers was in the Mountain area, while the number declined in three of the nine regions.

The ratio of non-merchandising and merchandising utilities has shifted slightly and is now over two to one in favor of non-merchandising utilities. This year's summary contains four more utilities than last year's. *End*

it's Quaker
The Newest, Hottest, Most Complete Line of Oil and Gas Heaters in the Industry
VISIT ROOM 1147, Merchandise Mart, Chicago Winter Market, January 7-15th
Look at Quaker's *fast-sell* complete line of Oil and Gas vented and unvented Heaters! You'll know why Quaker offers you greater sales appeal—quicker turnover—*BIGGER PROFITS!*
Quaker
NEW FLUSH-TO-WALL
"Space Saver"
OIL HEATERS
Deliver Right Down-to-Floor-Level Heat... A Potent Sales Feature!
Nothing like it today anywhere! Quaker's Imperial "SPACE SAVER" obsoletes all existing heaters in any home. Quaker's flush-to-wall "Safe-T-Cool" cabinet design saves 50% on floor space. Advanced louvered arrangement increases natural circulation *three times* more than that of ordinary heaters—delivers constant floor level warmth.
Priced for volume sales! Quaker's localized hard-hitting promotions move "SPACE SAVERS" off your floor and into customers' homes quickly!
Model 6410T. Maximum capacity: 65,000 BTU per hour.
Height: 42" Width: 36" Depth: 20"
WALL
Do Your Customers' Oil Heaters Look Like This?
WALL
See What a Difference A Quaker "Space Saver" Makes!
Quaker MANUFACTURING COMPANY
HEATER DIVISION OF FLORENCE STOVE CO.
1147A Merchandise Mart, Chicago 54, Illinois
Quaker HAS THE MOST COMPLETE OIL HEATER LINE IN THE INDUSTRY
ALL SIZES FROM 20000 BTU TO 65000 BTU — FROM ONE ROOM HEATERS TO SIX ROOM HEATERS

for VOLUME SALES AND BIGGER PROFITS in '57!

Quaker

Does it again –

A NEW WALL GAS HEATER AT A NEW LOW PRICE!

Quaker obsoletes all free-standing gas heaters with a completely NEW 32" "Cool Cabinet" Wall Gas Heater! Now you can offer customers TWO vented and TWO unvented Wall Gas Heaters that are years ahead in design features — at an unbelievable low price! Quaker's FOUR Wall Gas Heaters — backed by proven promotions — sell on sight!

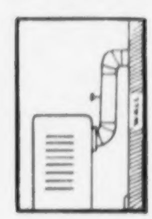
NO OTHER WALL GAS HEATERS HAVE THESE EXCLUSIVE FEATURES:

- Hangs Like a Picture
- Extra Cool Super-Safe Cabinet
- Super Efficient "Deep Port" Burner
- Porcelain Heating Chamber
- Super Circulation

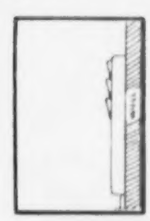
Model SWC-250 Unvented Wall Gas Heater. Capacity: 25,000 BTU Input. Height: 32". Also available Model WC-250. Capacity: 25,000 BTU Input. Height: 48".

They Hang on the Wall Like a Picture

Model WCVA-408 Vented Wall Gas Heater. Capacity: 40,000 BTU Input. Height: 60". Also available Model WCVA-258. Capacity: 25,000 BTU Input. Height: 60".

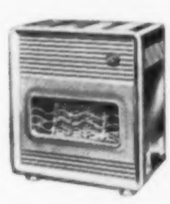


Waste floor space



Hangs on the wall

More Profit-Building *Quick-Sell* **Quaker** Gas Heaters



Radiant Vented Automatic Gas "Fireplace" Circulators

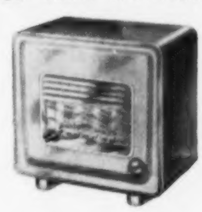
The "RVM" Series of vented "Fireplace" Circulators — today's most efficient radiant gas heater for maximum heating efficiency. Exclusive Quaker 2-Way, 20-Year Guarantee.

Model RVM-500 — 50,000 BTU Input. Also available in 35,000, 65,000, 80,000 BTU Input.

"Blue Flame" Vented Automatic Gas Super-Circulators

The "BVS" Series of vented Super-Circulators — the only non-radiant gas heater that permits you to see the flame . . . a Quaker exclusive. Outstanding for efficiency, features, value and styling.

Model BVS-650 — 65,000 BTU Input. Also 35,000, 50,000, 80,000 BTU Input.



"Cool Cabinet" DeLuxe Unvented Gas Radiant Circulators

The "CWR" Series features Quaker's exclusive "Air Stream" design. Assures "cool-to-the-touch" cabinet at all times. Unique engineered construction distributes heat evenly, efficiently.

Model CWR-300 — 30,000 BTU Input. Also 12,000, 20,000, 40,000 BTU Input.

QUAKER HAS MORE TO OFFER DEALERS!

1. The most complete oil and gas heater line in America.
2. Competitive, profitable price structure.
3. Hard-hitting local promotions keyed to your store.

FIND OUT *QUICK*
SEND COUPON *NOW!*

Quaker Manufacturing Company
Heating Division of Florence Stove Company
1147A Merchandise Mart
Chicago 54, Illinois

Send me the BIG PROFIT story on Quaker heaters. I am interested in oil ☐ and/or gas ☐ heaters.

Company________________

Your name________________

Address________________

City________ Zone____ State______

The Far West: Bigger than Expected

continued

nothing more than informed guesses being based at least on the judgment of the man best calculated to make a correct estimate. In many cases samplings are taken periodically and records kept from year to year, which gives these figures considerable validity. Where a large number of utilities report for one state, the differences tend to cancel themselves out. Most utilities, of course, keep accurate records on ranges and water heaters served. They also seem to have fairly accurate figures on refrigerators, home freezers and dryers. Television figures are derived from signal areas and as the coverage in the West becomes more widespread, the figures reported become more accurate. In past years the high saturation of set ownership in some areas has been expanded to cover other territory not reporting because not served, and hence the overall figure tended to be somewhat high. It is interesting that a check of increased saturation against sales of most appliances gives a fairly accurate correspondence, allowing for a reasonable amount of replacement selling.

In using the accompanying state saturation table, it should be noted that California percentages, particularly in the case of refrigerators, freezers and evaporative coolers, are this year more accurate because of the inclusion of reports from two large companies in the southern part of the state which last year did not send in saturation reports. Because of the weight of California's numbers, this influences both the Pacific Coast and the eleven Western states, bringing totals slightly downward. It should also be noted that except for refrigerators, ranges and water heaters, all Nevada saturation figures are derived from the southern part of the state. Montana's saturation figures include no report from the Montana Power Co. and hence represent predominantly rural areas. Both Wyoming and New Mexico lack reports from several important centers.

Automatic Washer Saturation Up

Important changes in saturation level are to be observed in the major increase in automatic washer ownership, largely at the expense of conventional type washers, although saturation of the two together increased by 4.6 percent. There was a drop in ironer ownership, reported from several sections. Vacuum cleaner averages this year are much higher than last year's estimate, partly because of increased sales, and partly because of a revision of figures from many companies, undoubtedly in the interest of greater accuracy. Radio comes as near showing a complete 100 percent coverage as any appliance—in fact the figure would probably be higher than 100 percent for practically all areas, if all companies followed the practice of some of reporting multiple ownership in one household. Television is advancing from the beginning stage to a normally complete coverage in the West. Montana still reports only a 16.9 percent coverage, and there are areas of Nevada where no signals are received, but the average TV saturation for the West as a whole is 72.7 percent. Alaska has advanced from a mere smattering in 1955 to a respectable 33.2 percent saturation. Hawaii reports 70.8 percent, British Columbia 67.7.

Investment Per Home Increases

When saturation figures are translated into actual home ownership of appliances, we find that the average domestic customer in the eleven Western states had some $1,028.68 invested in electric appliances in terms of present day replacement values. In regions where the majority of homes include an electric range and water heater in addition to other appliances, the figure is, of course, somewhat higher, but on the whole the average is pretty well maintained throughout the area. When this is compared with the average annual kwhr consumption per home, it is found that every dollar invested accounted for about 3½ kwhr yearly. The $66.14 increase in average home investment, applied to the 222 kwhr increase reported this year checks this figure reasonably well. When the investment gain is compared with the average expenditure of $123.40 per western home, it suggests that about 43 percent of all sales this year were replacements, better than half being new additions which increase home investment.

Dealers' Dollar Volume Goes Up

Based on 99 replies from 103 companies in the 11 Western states there were 12,075 dealers, which when overlappings are taken into consideration, gives an estimated total of 13,270 dealers serving the West's better than 7,000,000 wired homes. There has been little change in numbers since 1955. There were 289 more dealers reported this year than last—an increase of almost three percent. On the Pacific Coast the number increased slightly; in the Intermountain area the percentage gain was a little higher.

Validity of figures varies considerably because it is impossible to know that the same definition of what constitutes a dealer is used by all reporting. The intent is to include only dealers selling major appliances, but there are many borderline cases which may be interpreted either way. Where more than one utility serves a metropolitan or suburban area, it is almost impossible to disentangle the dealer count.

It is for these reasons, as well as because in some areas a large part of the business is done by stores whose sales of electric appliances constitute a mere sideline, whereas elsewhere the independent larger dealer prevails, that the relationship of the number of dealers to the number of utility customers varies widely. For the West as a whole there are 534 domestic customers per electric dealer. For the states individually these figures run: Washington, 443; Oregon, 367; California, 869; Montana, 166; Idaho, 142; Wyoming, 318; Colorado, 421; New Mexico, 547; Arizona, 304; Utah, 251; Nevada, 384; Hawaii, 451; Alaska, 304; British Columbia, 462.

The so-called "average dealer" in the eleven Western states last year did a business of $66,500 in the appliances included in the survey, some $8,600 more than last year. This figure was higher for the Pacific Coast, where it averaged $83,300, and was $11,500 above last year's sales. The Intermountain states' average per dealer was $35,900; in Hawaii it was $51,600, in Alaska, $26,400, and in British Columbia $43,400. Everywhere except in British Columbia the figure was above the 1955 average.

Pattern of Selling Shifts

Chief change in the pattern of dealer selling this year is in the slightly less important role played by television. This is not because of any decrease in volume, which, on the contrary, was up 13 percent, but because of the lower price of sets sold. The popularity of the portable has much to do with this situation. Television remains the most important item contributing toward the dealer's dollar volume, however, making up 20.14 percent of the total sales. Last year this figure was 24.3 percent. Refrigerators, on the other hand, increased in importance, now representing 19.34 percent of the total. Automatic washers everywhere took an easy second or third place, together with the other two appliances making up the "big three" of dealer selling. TV sets, refrigerators and washers together bring in about 60 percent of the dealer's total income.

Ranges are of major importance in Washington, Oregon, Idaho, Montana, Utah and Nevada, as well as in Hawaii, Alaska and British Columbia. Evaporative coolers rate high in Arizona, New Mexico and Nevada. Dryers are coming up the list. The conventional washer and the ironer have fallen in importance. Dishwasher sales volume has varied considerably from state to state, being particularly high in California and Nevada, but has increased to a lesser extent than that of food waste units, which, in spite of their lower price, now occupy about the same importance in dollar volume.

Hawaii follows a similar pattern to that of the mainland. Here refrigerators occupy first place. Water heaters, conventional washers, dryers and food waste units are up in relative volume of sales, TV sets down slightly in comparative dollar volume, although nearly 16 percent up numerically. In Alaska, on the other hand, television is now taking its full place, representing 22.19 percent of the dealer's sales volume, as against a mere 2.5 percent in 1955. This brings the relative importance of all other items down, in spite of important numerical gains for most of them. In British Columbia TV sets still hold top place, at 31.4 percent of dealer volume, although this is nothing like the phenomenal 41.3 percent of last year. Here, as elsewhere, automatic washers gained, while the conventional type dropped by about the same amount.

Few Utilities Merchandise

There has been little change in the Western picture as regards utility merchandising. In Washington none of the 18 companies reporting did any direct selling of appliances this year, but the Mason County PUD indicates that it may enter the field next year. None of the 7 Oregon companies merchandise or plan to do so in the near future. Among California's 17 replies, the California Electric Power Co. and the Turlock Irrigation District are the only utilities reporting in the affirmative. In the Intermountain area 7 companies out of 61 are actively selling appliances and one of these, the Idaho Power Co. does so only on a limited basis. Colorado has 2 affirmative answers, one from the Public Service Co. of Colorado; Idaho has one. In New Mexico the El Paso Electric Co., serving the Mesilla Valley area, but reporting outside the state, does some merchandising. Utah, Montana and Nevada utilities do no merchandising. Wyoming reports three affirmative replies. Among the four Hawaiian companies reporting, only the Maui Electric Co. reported direct selling. Alaska reported one affirmative and four negative, while the three from British Columbia were also negative.

(*Continued on page 245*)

SOMETHING **BIG** HAS HAPPENED...

...CUSTOMERS ARE CALLING FOR

QUALITY

Read the papers. Look in the store windows.
Neckties—at top prices—and people are *buying* them.
Suits—the most expensive qualities—selling faster than the cheaper ones.
Shirts, shoes, cars, appliances—at premium prices—*selling*.

In every part of the country, *quality* is pulling in customers.
Because the customer has learned that he gets only what he pays for,
and that *quality* is the best assurance of value.

Merchants in every field are making money with quality lines.
Customers are calling for the best. Give it to them.
And take the profit that rightfully belongs to you.

DuMONT ...for 1957

DU MONT GIVES YOU THE

QUALITY LINE

THAT LETS YOU SELL AT FULL PROFIT

TV is no novelty anymore. Just having it in the home is not enough.

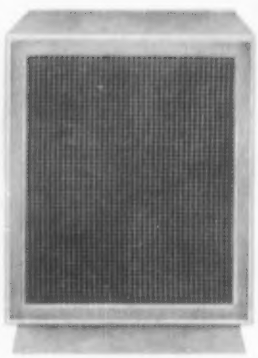
People want top performance from their sets—and they know top performance when they see it.

Today's customer will pay for *quality*—if you sell him on quality, not on price. And this is true for hi-fi as well as for TV.

The market is there. The quality line is ready—including hi-fi sets with full realism of sound, with the finest-styled cabinetry in the industry.

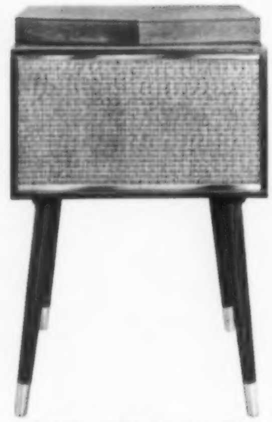
The profit—full profit—is waiting for you to take it.

Start the year big—and keep it big—with Du Mont.



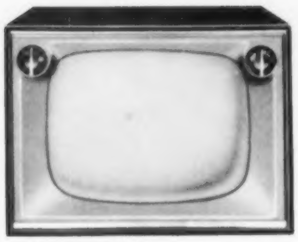
MEADOWBROOK HI-FI
Balanced twin speakers, 4-speed changer with automatic set shut-off and 45 rpm adapter. Mahogany Grain or Limed Oak Grain finish.

GOVERNOR WINTHROP HI-FI
4 speakers, plug-in for extra speaker, tape or TV; 40 watt output. Genuine Mahogany, Limed Oak or Fruitwood Veneers.



SOUND STAGE HI-FI
Beautiful cabinet in Mahogany Grain or Limed Oak Grain finish. Detachable legs. Automatic amplifier shut-off.

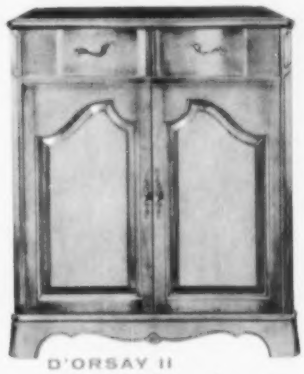
AMERICANA HI-FI
4 matched speakers, plug-in for tape recorder, 20 watt output. Genuine Mahogany, Limed Oak or Fruitwood Veneers.



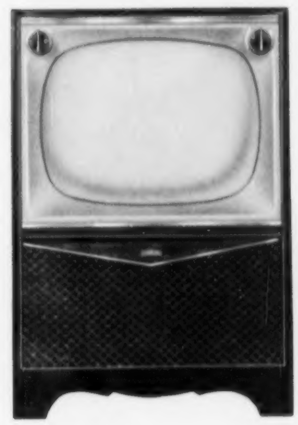
BREWSTER
17″ overall diagonal;
149 sq.-in. viewable area.
Metal cabinet in Mahogany Grain finish or Limed Oak Grain finish.

BELVIDERE
21″ overall diagonal;
262 sq.-in. viewable area.
Mahogany Grain finish or Limed Oak Grain finish.

BANBURY
21″ overall diagonal;
262 sq.-in. viewable area.
Mahogany Grain finish or Limed Oak Grain finish.



D'ORSAY II
24″ overall diagonal;
332 sq.-in. viewable area.
Provincial Styling with full door genuine cherry all-wood cabinet in Fruitwood finish.



BRADFORD
21″ overall diagonal;
262 sq.-in. viewable area.
Mahogany Grain finish or Limed Oak Grain finish.

WHAT DU MONT *Quality* IS:

Higher Sensitivity—performance no other set can equal.
Greater Selectivity—a clear, sharply defined picture.
Lasting Dependability—engineered and built to deliver long trouble-free service and satisfaction.

WHERE DU MONT *Quality* COMES FROM:

- EXCLUSIVE DU MONT SENSIMATIC TUNER
- 30-33 TUBE FUNCTIONS
- EXCLUSIVE SIGNAL BOOSTER CIRCUIT
- FULL-FIDELITY SOUND SYSTEM
- EXCLUSIVE UHF FIELD CONVERSION PLUG-IN TUNER
- NEW RESERVE POWER
- FULLY TRANSFORMER-POWERED
- LOCAL-DISTANCE PICTURE STABILIZER
- RIGID QUALITY CONTROL TO REMOVE SERVICE RISK

SUIT BY ARTHUR JABLOW
HAT BY EMME

DU MONT

WESTERLY
24″ overall diagonal;
332 sq.-in. viewable area.
All-wood cabinet in Mahogany Grain finish.

AND DU MONT CONTINUES TO BACK YOU UP...

...WITH SMASH ADVERTISING—
national, co-op and outdoor advertising that builds *quality sales* for you.

...WITH EXCITING, SURE-FIRE PROMOTIONS
—promotions that pull customers in . . . build traffic . . . volume . . . profits for you.

...and with a NEW FRANCHISE FOR DEALERS that gives you:

1. **The most respected name in television**
   Du Mont gives you the prestige line—known and accepted as "the finest in television".

2. **Price maintenance**
   With Du Mont quality you can sell at full list price. There's no need to cut. Your profit is assured.

3. **No "across the board" franchising**
   Quality dealers, not quantity distribution, under the new Du Mont policy.

4. **The top quality "short line"**
   Carefully planned to give you the best in the business. Fewer models, faster inventory turnover, no "dead stock" headaches.

DU MONT®

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The Far West: Bigger than Expected

continued

Refrigerators definitely represent one of the most important items on the dealer's sales list, accounting for 19.34 percent of his business in the West. Unit sales this year were up by 15.1 percent throughout the eleven Western states and because the price of the average refrigerator sold was slightly up over last year, the dollar volume showed an even greater increase. Washington, Idaho, Wyoming, New Mexico and Nevada all report a somewhat smaller number sold than in 1955, but the increase elsewhere, particularly in California, where the gain was about 26 percent, brought the average figure up. Both Hawaii and Alaska show important gains—65.6 percent for the Islands, 53.3 percent in the northern territory. In British Columbia, the volume was down by 17.5 percent.

Saturation of refrigerators in the West averages 89.3, the figure being 0.2 percent under that reported last year. This discrepancy is due to the fact that more companies report saturation figures than in 1955. When companies reporting both years alone are considered, the increase in saturation is a little better than one percent. As this would indicate, almost all sales are replacements.

Total sales for refrigerators in the eleven Western states amounted to 524,846 units, or $167,451,300 in dollar volume, of which the Pacific Coast's share was $126,642,000. The average amount spent per western home was $23.87. This was $25.06 in the Intermountain area, $23.30 on the Pacific Coast. About 7.46 percent of all customers bought. The average investment per home in terms of present replacement value was $285.76. In the West 6,325,000 homes owned refrigerators, 760,300 were without. In the past Idaho has done the best job of selling, reported saturation now standing at 97.3 percent. This year New Mexico, with 9.62 percent of customers buying, Oregon with 9.38 percent and Colorado with 9.13 percent top the list. Nevada increased its percent of homes owning refrigerators by the largest percentage on the mainland (9.8 percent up), but Hawaii did still better and Alaska was not far behind.

Records of last year show that about 14.2 percent of all sales of refrigerators were direct to builders or otherwise by-passed retail channels and are not here represented.

Ranges Fourth in Dollar Volume

The electric range is now used for cooking in 33.5 percent of the homes of the West, reported saturation being highest in Washington, where 84.3 percent of the utilities' customers cook electrically. Oregon and Idaho figures are both above 80 percent; Alaska, Nevada, Montana and Hawaii all are in the high use group. Average investment per home for the West was $86.77, rising as high as $218.44 in Washington, in terms of replacement value.

About 270,600 ranges were sold last year in the eleven Western states, an increase of 16.1 percent over 1955 unit sales. Hawaii, with 5307 ranges sold, had increased its volume by 29.7 percent, and Alaska sales were more than 60 percent up in the territory of the companies reporting. Total volume of business for the West was about $70,823,400, of which $51,036,700 was done in the Pacific Coast states. Hawaii accounted for $1,374,500, British Columbia for $3,915,300, and Alaska for $211,-100.

California showed the highest percentage of increase in sales (up 31.8 percent), accounting for $24,-183,000 of the business. Percent of customers buying in the Western mainland was 3.82 percent. Best job was done in Oregon, where 9.49 percent of all customers bought. Idaho, with 7.43 percent, Washington with 6.65, Montana, 6.82, and Utah, 5.89, were all well above the average. Unit sales were reported down slightly in Wyoming and Nevada, and also in British Columbia. Comparing the average expenditure per home in the West of $9.89 with the $3.37 average increase in investment for the same unit would suggest that about 66 percent of all ranges sold were replacements, the remaining 10,000 or more ranges going into new homes or replacing other fuels for cooking.

In addition to the sales recorded in the survey, it is figured that about 13.5 percent of the manufacturer's total sales by-passed retail channels and would not be here reported.

Water Heaters Gain on the Coast

The number of electric water heaters sold in the eleven western states in 1956 was about 128,156, which is 10.3 percent above the 1955 figure. Most of this gain was on the Pacific Coast, where the increase was 17.6 percent. The Intermountain area showed a loss of 5.4 percent, in spite of gains reported from Colorado, New Mexico, Arizona and Nevada. Total western dollar volume for this appliance was $15,128,400, of which $10,545,100 was accounted for by the three Pacific Coast states. Expenditure per home for this appliance was highest in Idaho, where 7.03 percent of all customers bought. Oregon and Washington were next in that order, 5.68 and 5.03 percent of customers buying, respectively. Average number buying in the West as a whole was 1.81 percent and average expenditure per home was $2.23.

The average saturation reported for water heaters was 24.9 percent in the West, rising to percentages well above the 70 mark in Idaho, Washington and Oregon. The average investment per home was $28.64, which was $1.98 more than last year. This suggests that only about 12 percent of the sales were replacements, the remainder going into new homes or replacing other fuels. California reported the greatest increase in sales for the mainland, up 29.3 percent, but the best job of selling last year was done by Idaho, where only slightly fewer water heaters were sold than electric ranges. In the West as a whole the ratio was 2 to 1 in favor of the range.

Water heaters accounted for 1.81 percent of the dealer's total volume of business. In the West as a whole 4,316,500 homes still lack this appliance. Hawaii's sales of water heaters last year amounted to $634,-800, 51.3 percent above those of 1955; percent of customers buying was 5.3. Alaska raised its total by 71.6 percent to reach $69,600, 3.34 percent of customers making the purchase. British Columbia sales were off 35.8 percent, totaling $1,278,500, which represents purchases on the part of 3.36 percent of all domestic customers.

Home Freezers Up 14 Percent

Conservative gains reported from almost all sections of the West brought the total of home freezer sales in 1956 to 148,700 for this area, up 18.4 percent over last year's figure. Dollar volume for the eleven Western states was $59,-054,700, of which $42,297,600 was accounted for on the Pacific Coast, $16,757,100 in the Intermountain area. Montana, Wyoming and Nevada reported a drop in freezer business, but the gains elsewhere brought the Intermountain increase to 5.3 percent above 1955. The gain on the Pacific Coast was 18.2 percent.

This meant an expenditure per home of $10.15 in the Intermountain states, $7.80 on the Pacific Coast, with 2.57 and 1.85 percent of the customers buying respectively. Average in the West was 2.09 percent buying, $8.36 spent per homes. Oregon did the best job of selling, with a $15.60 expenditure per home, 4.59 percent of customers buying, and Idaho and New Mexico were not far behind. The average saturation for home freezers is this year given at 16.4 percent in the West, which is 0.8 percent below last year's figure, reflecting the conservative estimates from two large California companies not hitherto reporting. When only those utilities reporting for both years are considered, the increase in saturation percentage for this appliance is about 1.9 percent. Best job of selling in the past seems to have been done in Montana, which reports a 44.6 percent ownership. Average investment per home in the West for freezers is $65.60, with very little increase reported, which would suggest that most sales are replacements. Western homes which do not own this appliance total 5,921,200.

Hawaii sold about 2,567 freezers this year, a drop of 3.4 percent from the 1955 figure. Dollar volume totaled $1,014,000. Alaska increased its sales by 84.5 percent, to bring them to a $157,200 total. This was one appliance which increased its acceptance in British Columbia, reported sales being up by 96.3 percent, to bring the total to $1,147,900. The percent of customers buying is still below that in the Western states, however, the British Columbia figure standing at .94 percent.

Freezers account for 6.77 percent of the dealer's business in the West as a whole, 7.96 percent in the Intermountain area, 6.77 on the Coast, 8.1 percent in Hawaii and 10.01 percent in Alaska. The home freezer ranked fifth in importance in dollar volume business for the average dealer in the West.

Last year's figures show that about 3.9 percent of the manufacturer's output of home freezers finds its way into homes through other than retail channels—and in calculating totals, these appliances should be added to those reported in this survey.

Air Conditioners Show Steady Gain

Room air conditioner business was up by 40.4 percent this year, to reach a total of 59,815 sold in the eleven Western states, representing a dollar volume of about $19,140,800. Most spectacular of these gains was reported from the Intermountain area, where the increase was 59.4 percent, against a more conservative 31 percent gain on the Pacific Coast. Some of this advance was made at the expense of evaporative coolers, which seem to have served in many cases as a precursor to the more expensive equipment.

Average saturation in the West was 3.9 percent, average investment per home $12.48. The average customer spent $2.69 for this equipment, practically all of which was non-replacement selling. Best selling job is reported from Arizona, where $9.82 was spent per home on room air conditioning

(*Continued on page 248*)

YOU'VE SEEN THE REST..

BEN·

AGAIN, IN 1957

WITH THE MOST COMPLETE

From every standpoint, BEN-HUR means more sales, more profits for you...

1. SELECTION— Ben-Hur offers the industry's widest choice of models . . . 4 cu. ft. to 22 cu. ft. including Chests, Uprights, "DUET" combinations and the fabulous new refrigerator and freezer BUILT-IN units.

2. QUALITY— Truly America's Finest Freezer, a Ben-Hur is better built for better performance . . . performance that's guaranteed by a five-year warranty.

3. EXPERIENCE— Ben-Hur . . . America's largest exclusive freezer manufacturer is one of the industry's true pioneers with many "firsts" to its credit.

4. STYLING— Beautifully styled by designer Brooks Stevens, Ben-Hur freezers add beauty and glamour to any home.

5. SERVICE— Quality construction and thorough testing procedures result in few dealer servicing problems . . . but when service is needed, Ben-Hur is the industry's most easily serviced freezer.

6. ACCEPTANCE— Consumer demand is attested to by the fact that Ben-Hur is now *America's Fastest Selling Freezer.*

7. PROMOTION— You profit through use of Ben-Hur's strong, tested local sales promotions that have proved their ability to move more goods in less time.

8. EXCLUSIVE FEATURES— Ben-Hur and only Ben-Hur offers the chariot glow warning light . . . Flex-flo cover . . . tamper proof Safety Cold Control . . . Record of Performance (R.O.P.) Tag . . . and many others.

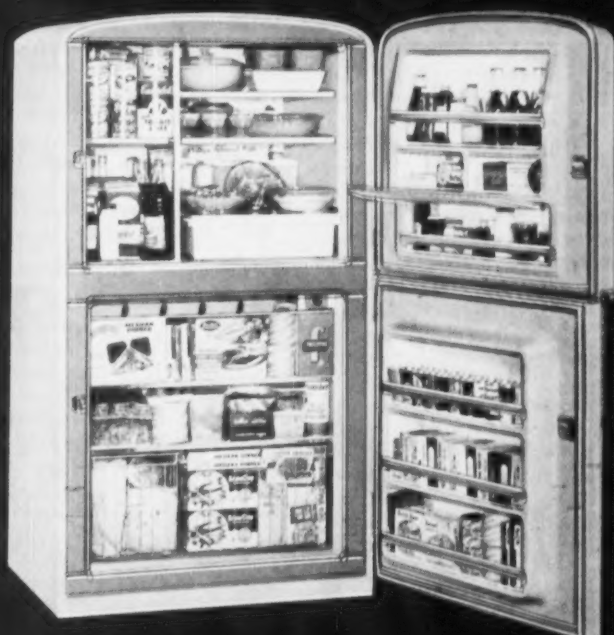
9. NATIONAL ADVERTISING — You're backed up by the largest consumer advertising campaign in Ben-Hur's history.

..NOW SEE THE BEST!

-HUR

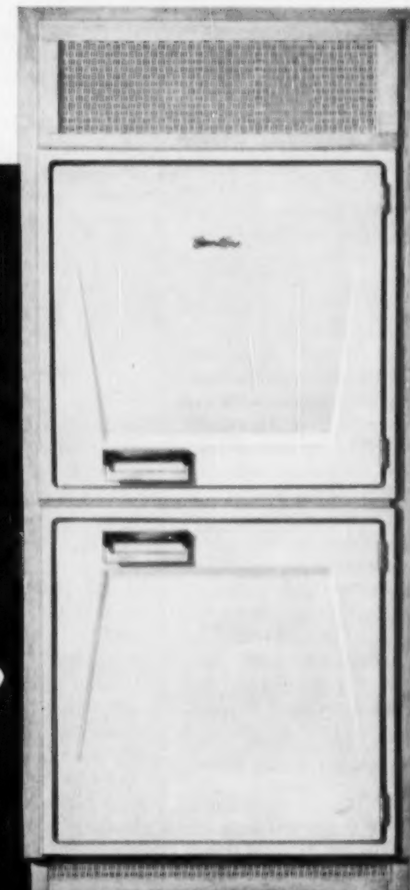
America's Finest Freezer

NOW AMERICA'S FASTEST SELLER



"DUET" COMBINATION MODELS
A choice of 6 cu. ft. freezer and 8 cu. ft. refrigerator or 10 cu. ft. freezer and 12 cu. ft. refrigerator.

"BUILT-IN" MODELS
Individual, self-contained refrigerator and freezer units, in Stainless Steel, Copper or with Custom Coloring.



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O.K. PROVE IT. HOW CAN BEN-HUR deliver more sales, more profits for me?

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The Far West: Bigger than Expected

continued

equipment, 3.07 percent of customers buying. New Mexico, Colorado and Nevada also report far above average sales. The average percent of customers buying in the West was 0.84. Highest saturation is reported from southern Nevada (14.8 percent) and in Utah, where 11.9 percent of the homes have this equipment.

Much of the West, because of its seacoast location or its mountain breezes, is not in need of air conditioning. Of the 6,811,000 homes in this area which do not have this appliance, however, a reasonable proportion may be considered possible prospects for future sales.

Neither Alaska nor British Columbia report any sales, past or present, but Hawaii gives a saturation figure for room air conditioners of 1.2 percent and a sale of 1,034 units this year as against a mere token in 1955. Percent of customers buying was 1.08, average spent per home $3.46. Total sales in Hawaii amounted to about $371,200.

Evaporative Cooler Gains Vary

In most of the Intermountain area the sale of evaporative coolers this year was below that of 1955, the difference, however, being more than made up by the increased sale of room air conditioning equipment. New Mexico and Utah alone report increased sales. The average drop for the eight states was 14.6 percent. The increased sales in California, however (up 51 percent) and in Washington (up 73 percent) brought the total figure for the West to about 104,850 coolers sold, which was 13.4 percent above the figure of 1955.

Saturation averages were 10.6 percent for the Coast, 31.7 for the intermountain states, 15.9 percent for the West as a whole. The California figures were revised downward somewhat, due to the inclusion of some areas not hitherto reporting, which has affected the totals for the entire area. Companies reporting for both years indicate that about the same saturation has been maintained, which would mean that practically all of the $12,479,400 business in the West was replacement selling. The Intermountain states report $5,395,100 of this business, the remaining more than $7-million coming from California and Washington. Oregon does not report.

Highest saturation is reported from New Mexico, where 87.8 percent of the homes boast this equipment, from Arizona, where the figure is 82.6, and from southern Nevada—79 percent. Average investment per home varies from $104.82 in Arizona to an average of $18.92 in the West as a whole. Best job of selling this year was done in New Mexico, where 7.76 percent of all customers bought and $9.27 was spent per home, and in Arizona, where the percentage buying was 6.68 and the amount spent per domestic customer $7.95. In the West as a whole, 1.59 percent of the customers bought and the average home spent $1.89. Evaporative cooler distribution is almost wholly a matter of a dry, hot climate and figures of homes owning or without one have little value in indicating future markets.

No reports are made on this appliance by Hawaii, Alaska or British Columbia.

Automatic Washers Show Major Gain

Automatic washer sales in the West this year were 36.1 percent above those of 1955 and the saturation percentage went up by 18.4 percent. At the same time conventional washer saturation dropped 13.8 percent, giving a net gain in washer ownership of 4.6 percent. Automatic washers are now found in 57.6 of the homes, conventional type in 32.9 percent.

Sales of automatics in the West amounted to $171,513,400, conventional washers to $18,590,300, the unit figures being 623,685 and 123,116 respectively. New Mexico and Nevada report a drop in automatic type sales, but gains in other states brought the Intermountain figure to a 25.9 percent increase. Highest percentage gains on the mainland are reported from Idaho (64 percent up) and from California (50 percent). Highest saturation figure for this appliance is reported from California, where the average is 71.4 percent. About $24.20 was spent for automatic washers per home in the West, 8.8 percent of all customers buying. Best job of selling is reported from Oregon (12.17 percent buying) and from Colorado, where better than one home in ten bought a washer of this type during the year. Numerically, of course, California carried the most weight, accounting for 366,600 of the sales and $100,815,300 of the dollar volume.

The average home in the West had an investment of $158.41 in automatic type washers, $48.69 in the conventional type. In the eleven Western states 3,004,513 homes are still without automatic washers, of which 2,334,200 have conventional type equipment.

Hawaii this year sold 8830 washers of the automatic type, an increase of 57 percent over 1955 business. Its saturation figure for this appliance is given as 51.7, a revision upward of 8.7 percent over last year. About 8.22 percent of all domestic customers bought and the average expenditure per home was $22.61. The average investment per home is $142.18. Homes without this appliance total 51,880, of which some 38,380 own conventional type equipment.

Alaska's saturation figure for automatic washers is 11.9 percent, for conventional type, 89.2 percent, an increase together of almost 10 percent above 1955. This year's sales of automatics were up by 81 percent, while the conventional type dropped 2.2 percent, indicating that the usual trend was followed in this area. About 15,955 homes in the territory reporting are still without automatic equipment, but all are supplied with washers of one type or the other if the figures are accurate.

British Columbia in the past has favored conventional type washers, 72.2 percent of homes possessing this equipment, whereas only 12.9 percent own an automatic. The figures this year, however, show a 1.9 percent increase for the automatic type and a corresponding drop in conventional washers. Moreover, the automatic washer was one of the few appliances which sold in larger numbers than in 1955, sales totaling 8,007, up 13.4 percent. Percent of customers buying was 2.59 for automatics, 1.96 for conventional washers, of which 6,059 were sold. Average investment per home for washers of both types was $144.50, average expenditure $9.08.

Automatic washers accounted for 19.61 percent of the dealer's business, ranking third or in some cases second in importance, not far behind TV and refrigerators.

But Conventional Washers Still Sell

It will be apparent from the above that conventional washers still sell in sizable quantities. Total sale of this type in the West, to be sure, dropped by 9.5 percent, but in the Intermountain area, where Montana, Wyoming, New Mexico and Utah report gains in the sale of this appliance over 1955, the 1956 figure of total unit sales is 15.5 percent above last year. Montana reports a particular gain in sales in the rural areas. Average investment per home in this appliance is $81.70 in the Intermountain states, $48.69 in the West as a whole. Conventional type washers still represent about 3.25 of the average dealer's business in the Intermountain area, 2.13 percent in the West as a whole.

Ironers Lose Ground

For some reason the ironer seems not to have participated in the general sales advance. Sales were reported up by 15.7 in the Intermountain area, although Montana, Idaho and Colorado all report drops in volume, but the slower market on the Pacific Coast, particularly in California, where business was 63 percent down, brought the overall figure to 30.7 percent below its 1955 level. Total sales in the West are reported as 23,611, or about $5,314,600 in dollar volume, of which $2,840,700 is credited to the Coast states, the remainder to the Intermountain states.

Present saturation is figured at 10.6 percent for the West, 11.9 for the Intermountain area and 10.1 for the Coast. Highest saturation is reported from Idaho, where 20.8 percent of all domestic customers own this appliance.

The average spent per home for ironers in the West was $.97, the highest figure being reported from Nevada at $3.47, with Utah ($3.22) not far behind. Average investment per home for ironers is $23.85 and as there is no increase over last year, it is to be presumed that almost all sales have been replacements. Ironers this year brought in about 0.79 percent of the dealer's dollar volume—last year this was reported at one percent. On the Coast 4,884,100 homes do not have ironers, with another 1,451,400 in the Intermountain states.

Dryers in Steady Advance

Average saturation of dryers in the Western states is now 12.1 percent, up 1.5 percent over the figure reported in 1955—this in spite of a drop in California totals which have been corrected by the inclusion of figures from utilities not reporting last year. The increase in the Intermountain area was 2.55, bringing saturation there to 14.6 percent. Best job of selling in the past has been done in Wyoming and Idaho, which report saturations of 29 and 28 percent respectively. Oregon, Montana and Washington are all in the high bracket. Average investment per home is $25.65 for the West as a whole, as high as $61.48 in Wyoming.

About 245,000 dryers were sold in the West, 185,500 of them on the Pacific Coast. This was a 26.9 advance over last year. Dollar volume amounted to $45,669,000 for the West, $39,325,000 on the Coast, and $6,344,000 in the Intermountain area. Expenditure per home averaged $7.31, 3.45 percent of the customers buying. Best job of selling was done in Oregon, where 9.34 percent of customers bought and the average expenditure per home was $19.80. Montana was not far behind. Washington, Colorado and Utah all accounted for better than average sales. Idaho and Nevada report fewer sales this year than last.

In Hawaii present saturation of dryers is 5.3 percent, 2.3 percent above last year. Present investment

(Continued on page 265)

for newest laundry ideas...

LOOK for the NEW things coming from BLACKSTONE

Big things for '57 — For new-year profits Blackstone will be bringing you new, sensational laundry features . . . features that will make Blackstone washers easier to sell . . . easier to buy. Look for new selections, new customers, new profits. It's Blackstone . . . coming soon. PLAN TO BE READY.

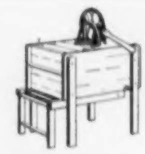
New firsts from Blackstone aren't only new — they're sensational. This stems from Blackstone's basic policy of not only wanting to build the best product on the market today, but wanting to build a better, more useful product tomorrow. You want further proof . . . look at some of the industry firsts Blackstone already has brought to the laundry field — firsts which began more than 80 years ago.

Blackstone America's First Washer Manufacturer • Since 1874

REMEMBER—BIG THINGS ARE COMING FROM BLACKSTONE

BLACKSTONE

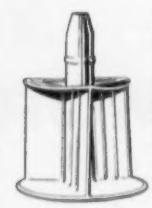
LEADS THE INDUSTRY IN WASHING FIRSTS



America's First

Since 1874, when it first introduced its hand-powered machine, Blackstone has pioneered the washing industry. Today Blackstone manufactures a full line of wringers, automatics, dryers and ironers. No other manufacturer can match Blackstone's wealth of laundry experience.

1st Hydractor Action



Blackstone introduced its famous Hydractor washing action in 1938. Its exclusive design first gave triple cleansing action with rubbing, flexing and flushing.

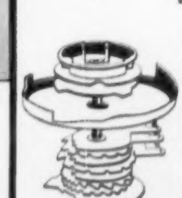
1st "Agitator" Automatic

In 1940 Blackstone brought out the country's first automatic washer with agitator action, thus utilizing a washing principle long since proved to be the most efficient of all types of washing methods.

1st Combination Laundry

Immediately following World War II, Blackstone launched the first combination laundry. Consisting of washer, dryer and ironer, this was the first package ever to do the *complete* laundering automatically.

1st to Eliminate Troublesome Electric Gadgetry



Blackstone is the *only* manufacturer that has been able to eliminate troublesome electric gadgets. Its 100% mechanical operation gives Blackstone dealers the most service-free washers in the industry.

1st with Stainless Steel Inside and Out

Recognizing the beauty and durability of stainless steel, Blackstone has used it for the top and tub of its quality model Royalist — another exclusive Blackstone feature.

For '57, Sell

MORE EYE APPEAL.......

MORE TRY APPEAL.......

MORE BUY APPEAL.......

Air Berns King

BOOTH 496-498
Jan. Housewares Show
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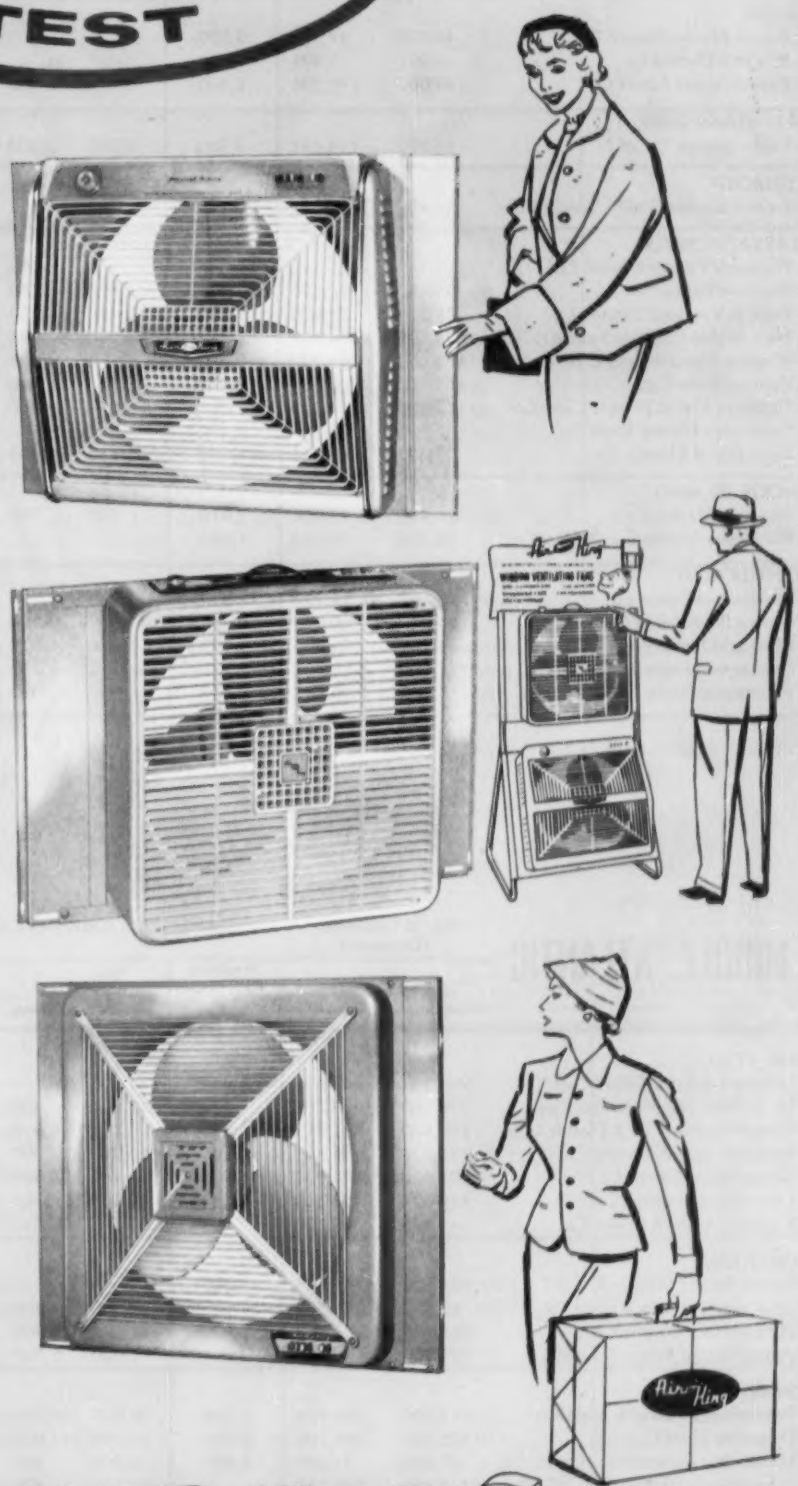
A complete selection of floor displays, window and store display material, newspaper ads and stuffers, available.

Write for your FREE COPY of Berns Air King 1957 Catalog to

BERNS AIR KING CORPORATION • 3050 NO. ROCKWELL STREET, CHICAGO 18, ILLINOIS

BEST BY TEST

Air King (Berns)



New! "Dual-Diffuser" Louvers—slimmer, modern design—richer, more striking styling. The fan line you'll be proud to display and sell . . . in a complete selection of Window, All Purpose and Fan Mobile models.

BERNS AIR KING IMPERIAL DELUXE. Electrically reversible, 3 speed push button control automatic thermostat, 20" model. Has new "dual-diffuser" louvers and capacitor motor. Golden control panel with ivory louvers and beigetone finish. The first window ventilator that actually adds beauty to any room. 5 year guarantee. Model AV20PN. List Price $69.95.

More models incorporating Automatic Thermostat—Push Button Control—Electrically Reversible operation. Now you can offer your customers all the most wanted features in a wider variety of America's finest fans. Display Berns Air King and watch prospects sell themselves!

BERNS AIR KING ALL PURPOSE FANS. Available in 20" and 22" sizes . . . all with Retractable Control Handle incorporating automatic thermostat and 3 speed push button controls. "Dual-diffuser" louvers and 5 year guarantee on all models. Two models electrically reversible, one manually reversible. Swivel stand extra on all models. All models come complete with side panels. Series "RT". List prices from $59.95.

Sell the best! Berns Air King fans rated first in quality and performance by America's leading independent consumer testing laboratory.* There's a size, model and price to meet the needs of every prospect. You can feature a *Complete 5 Year Guarantee* on 17 different Berns Air King Fans!

BERNS AIR KING ECONOMY MODELS. Greatest fan values you can offer! Famous Berns Air King quality in a 20" electrically reversible window ventilator. 3 speed push button control. Handsome ivory finish. 5 year guarantee. Model SQ20PB (illustrated). List Price $49.95. Straight exhaust model SQ20. List Price $39.95.

MULTI-PURPOSE, PORTABLE WINDOW FAN MODELS. 14" Model RA14. List Price $29.95. 20" Model RA20. List Price $44.95.

*All Purpose Fans Model RA20—RTC20

WINDOW FANS · MOBILE FANS · FLOOR FANS · DEHUMIDIFIERS · PEDESTAL FANS · HEATERS · ATTIC FANS · EXHAUST FANS · BLOWERS · KITCHEN FANS

Electrical Appliance Market Data by Regions *(Continued)*

NEW ENGLAND	No. of Customers (Domestic)			1956 SALES OF ELECTRICAL APPLIANCES (UNITS)										
	Dec. 31, 1956 (Estimated)	Dec. 31, 1955 (Actual)	Average KW-Hour Consumption	Refrigerators	Ranges	Water Heaters	Freezers	Room Air Condit.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dish-washers
MAINE														
Bangor Hydro Electric Co	44,000	41,175	2,500	......	......	......	......	......	......	......	......	......	......	......
St. Croix Electric Co	1,991	1,891	1,128	......	......	......	......	......	......	......	......	......	......	......
Central Maine Power Co	199,000	196,296	2,690	8,000	3,750	4,200	900	......	5,800	3,100	100	1,400	3,000	275
NEW HAMPSHIRE														
Public Service Co. of N. H.	116,500	114,691	2,560	5,300	3,900	1,500	400	750	5,900	......	......	......	......	......
VERMONT														
Central Vermont Public Service Corp.	58,400	55,023	2,725	......	......	......	......	......	......	......	......	......	......	......
MASSACHUSETTS														
Plymouth County Electric Co	20,142	19,423	1,536	......	......	......	......	......	......	......	......	......	......	......
Brockton Edison Co	54,500	52,800	2,720	2,000	1,500	1,100	400	400	2,000	1,000	300	1,000	2,000	100
Cape & Vineyard Electric Co	38,700	37,000	2,420	1,100	800	425	90	250	800	200	25	320	......	200
New England Electric System	674,000	664,099	2,085	40,000	27,000	6,000	1,000	4,000	40,000	3,000	300	11,000	11,000	2,000
Western Massachusetts Elec. Co.[1]	116,000	114,070	2,560	......	4,425	1,410	1,475	......	......	......	......	1,825	......	......
Boston Edison Co	405,100	400,900	2,175	30,360	12,420	2,000	1,200	7,550	33,970	3,100	220	5,100	15,340	3,550
Fitchburg Gas & Electric Light Co	15,990	15,791	......	850	100	80	30	90	400	100	15	100	150	30
Cambridge Electric Light Co	31,350	31,380	1,420	......	......	......	......	......	......	......	......	......	......	......
Lynn Gas & Electric Co	40,400	40,556	1,605	1,650	1,000	100	30	200	1,200	110	4	175	1,500	175
RHODE ISLAND														
Newport Electric Corp	15,400	15,000	2,910	500	780	360	100	50	500	325	50	300	400	55
Blackstone Valley Gas & Elec. Co	58,500	58,040	1,650	......	......	......	......	......	......	......	......	......	......	......
CONNECTICUT														
Connecticut Power Co	90,500	88,735	3,070	7,000	2,000	250	1,200	4,000	7,000	1,200	1,500	2,000	4,000	3,000
United Illuminating Co	164,240	162,070	2,930	13,000	8,100	3,100	800	2,800	16,500	3,000	350	3,500	......	1,200
Hartford Electric Light Co	94,200	91,976	3,129	6,200	4,000	1,300	1,300	3,500	6,900	1,300	100	3,800	3,400	4,600
Connecticut Light & Power Co	271,000	262,531	3,175	14,000	8,600	4,200	1,400	1,800	13,000	4,900	300	3,800	4,000	1,200
Housatonic Public Service Co	17,000	16,430	2,600	450	250	50	100	200	350	80	20	40	150	50

[1] Saturation estimates as of 8-31-56.

MIDDLE ATLANTIC	No. of Customers (Domestic)			1956 SALES OF ELECTRICAL APPLIANCES (UNITS)										
	Dec. 31, 1956 (Estimated)	Dec. 31, 1955 (Actual)	Average KW-Hour Consumption	Refrigerators	Ranges	Water Heaters	Freezers	Room Air Condit.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dish-washers
NEW YORK														
Niagara Mohawk Power Corp	921,131	896,699	2,942	61,586	24,136	8,568	9,528	10,088	51,196	17,220	948	23,008	42,330	5,560
N. Y. State Electric & Gas Corp	379,000	368,000	3,034	18,400	9,000	5,000	5,000	1,000	15,400	......	......	9,000	......	......
Central Hudson Gas & Electric Corp.	104,500	101,022	2,700	......	2,850	1,900	......	......	......	......	......	1,800	......	......
Rochester Gas & Electric Corp	171,030	165,607	2,844	15,000	8,000	2,500	1,800	3,000	19,000	2,000	1,000	10,000	9,000	1,500
Consolidated Edison Co	2,693,000	2,678,000	1,546	217,600	14,800	1,900	5,400	150,000	194,500	3,450	......	30,700	197,900	14,600
Long Island Lighting Co	459,874	435,564	2,825	29,000	6,500	1,500	3,000	20,500	40,000	4,500	......	7,000	......	6,600
Rockland Light & Power Co	45,800	43,700	2,000	......	......	......	......	......	......	......	......	......	......	......
NEW JERSEY														
Public Service Electric & Gas Co	1,161,000	1,137,046	2,013	......	......	......	......	......	......	......	......	......	......	......
New Jersey Power & Light Co	89,800	86,837	3,140	4,600	3,400	1,800	700	675	3,600	......	125	1,300	......	300
Atlantic City Electric Co	163,900	157,000	3,100	......	5,900	5,500	2,500	2,200	......	......	......	6,000	......	......
Jersey Central Power & Light Co	201,300	189,409	2,844	12,000	5,200	5,700	1,400	6,200	12,300	4,100	175	4,400	8,900	1,900
PENNSYLVANIA														
Pennsylvania Power & Light Co.[1]	513,800	503,864	2,710	35,000	19,000	12,000	10,000	8,000	30,000	18,000	1,000	12,000	......	2,500
Duquesne Light Co	405,600	395,700	2,554	35,000	11,900	600	3,200	6,500	35,000	22,000	2,500	16,000	16,000	3,200
United Gas Improvement Co	42,000	41,350	1,950	2,000	350	400	300	......	400	100	20	300	1,000	150
Pennsylvania Electric Co.[2]	343,036	338,560	......	23,500	11,800	6,750	6,880	1,930	20,700	17,475	......	18,300	......	1,200
Metropolitan Edison Co	208,371	204,920	3,275	13,775	8,500	3,950	3,900	4,503	12,000	6,300	......	7,400	......	1,000
West Penn Power Co	325,300	318,999	3,160	18,100	8,350	5,330	4,950	1,725	13,500	15,000	800	15,000	8,900	820
Philadelphia Electric Co. Sys.	857,500	836,662	2,832	70,000	21,000	11,000	6,000	53,000	67,000	14,000	......	23,000	35,000	10,000
Pennsylvania Power Co	73,620	71,860	3,460	5,600	3,100	1,100	1,200	700	4,400	3,600	300	3,400	1,900	200

(1) Not including recently merged Scranton Electric Co. Area
(2) Merged with Northern Pa. Power Co.

			PRESENT SATURATION (PERCENT)														REPORTING UTILITY PLANS ON MERCHANDISING		
Food Waste Disposers	Radio	Tele-vision	Re'rig-erators	Ranges	Water Heaters	Freezers	Room Air Condit.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dish-washers	Food Waste Disposers	Radio	Tele-vision	No. Dealers Serving Territory	Did Co. Merchandise in 1956	Plan to in 1957
.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	104	No	No
.....	.....	.....	98	.....	.....	.....	.....	.....	98	.....	.....	.....	.....	.....	.....	.....	6	Yes	Yes
200	.....	.....	.....	.....	22.5	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	450	Yes	Yes
.....	.....	.....	.....	42	15	.....	.....	.....	.....	.....	5	.....	.....	.....	.....	.....	170	Yes	Yes
.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	150	Yes	Yes
.....	.....	.....	98	30	10	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	30	Yes	Yes
200	3,000	5,000	90	43	21	15	6	30	60	4	10	85	6	4	98	80	95	Yes	Yes
50	.....	.....	97	51	28	7	.....	40	50	5	6	92	6	1.7	.....	.....	35	Yes	Yes
1,500	60,000	80,000	92	29	5.7	2.6	1.5	26	48	3.1	3.5	75	3	1.9	100	88	1,000	Yes	Yes
.....	.....	.....	.....	41.6	9.2	10.6	.....	.....	.....	.....	5.9	.....	.....	.....	.....	.....	165	No	No
3,190	41,400	47,725	90	24	5.9	8.2	9.5	35.9	49	9.7	6	64.5	4.7	4.9	100	90.5	500	Yes	Yes
30	500	1,300	85	5	6	4	3	60	40	12	5	90	.2	1	98	70	18	Yes	Yes
.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	60	Yes	Yes
300	.....	.....	92	19	5	1	2	30	45	0	1	80	1	2	.....	.....	46	Yes	Yes
50	1,000	1,000	90	58	26	15	2	45	40	4	15	85	7	6	99	86	24	Yes	Yes
.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	100	Yes	Yes
1,500	5,000	10,000	96	39	12	15	11	44	44	9	11	80	10	5	100+	85	.....	Yes	Yes
.....	.....	23,000	99.5	34	13.5	5.8	5	56.5	51.9	8.7	6.3	.....	4.3	.....	.....	82.7	204	No	No
2,900	12,000	15,000	98.2	40.2	15.2	11.8	10	54	35	13	14	94	13.6	9.4	100+	88	110	Yes	Yes
800	.....	.....	97	34.5	18	12.5	2	34	52	9	5.5	87	5	1.5	99.8	88	595	Yes	Yes
50	250	700	94	60	34	10	4	35	95	2	3	95	5	2	95	25	35	Yes	Yes

			PRESENT SATURATION (PERCENT)														REPORTING UTILITY PLANS ON MERCHANDISING		
Food Waste Disposers	Radio	Tele-vision	Refrig-erators	Ranges	Water Heaters	Freezers	Room Air Condit.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dish-washers	Food Waste Disposers	Radio	Tele-vision	No. Dealers Serving Territory	Did Co. Merchandise in 1956	Plan to in 1957
4,450	105,552	98,794	92	31	14	11	4	37	49	7	11	76	6	5	99	88	2,151	No	No
.....	.....	.....	92	30	14.8	14.9	1	24	.....	.....	10.4	.....	.....	.....	.....	.....	1,000	No	No
.....	.....	.....	.....	32.4	18.6	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	271	No	No
1,500	35,000	30,000	98	27	12	16	5	47	43	6	16	98	5	7	100+	95	300	Yes	Yes
.....	.....	247,600	91.6	3.6	.....	1.2	21	.....	.....	.....	3.2	.....	1.7	.....	.....	100+	2,200(LY)	No	No
.....	.....	.....	.....	20.3	4.6	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	350	No	No
.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	110	Yes	Yes
.....	.....	.....	91.5	4.3	1.5	7.8	11.1*	38.2	32.2	10.7	3.8	84.3	3.5	1.2	100+*	98.2*	2,000	Yes	Yes
.....	.....	.....	95	38	25	18	4	25	60	11	10	75	5	.....	99	90	110	No	No
.....	.....	.....	.....	50	34	18	.....	.....	.....	.....	9	.....	.....	.....	.....	.....	256	No	No
.....	.....	18,000	96	20	17	.....	.....	.....	.....	.....	.....	.....	.....	.....	95	85	213	No	No
1,500	.....	56,000	91	44	21	20	5	28	70	9	10	.....	5	2.5	.....	68	1,200	Yes**	Yes**
3,700	96,000	80,000	98	21	2	9	7	38	65	19	17	90	4	6	100+	95	1,125	No	No
100	.....	.....	80	20	10	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	70	Yes	No
.....	.....	38,000	90.5	33.5	18	14	2.7	38.8	.....	.....	16.3	.....	4.1	.....	.....	76	850	No	No
.....	.....	23,000	95	43.1	25.6	19.3	8.1	48	.....	.....	10.7	.....	2.6	.....	.....	.....	550	No	No
720	24,000	30,200	95	36.8	19	13.8	2.8	26.7	70.3	17.5	18.3	90	3.4	3.4	100	88.5	900	No	No
.....	.....	200,000	84	26	12	9	15	← 75 →		5	9	80	4	.....	100+	95	1,825	Yes	Yes
190	.....	9,000	93.3	38.6	17.6	14.7	4	28.5	61.5	32.1	20.8	68.5	2.2	2.4	.....	86	184	Yes	Yes

* % saturation based on number of appliances & not customers
** Limited (LY) Last years figure

ADDITIONAL CHARTS ON PAGE 256

The **BIG NEWS** of the Room Air Conditioning Year comes from **CHRYSLER CORPORATION**

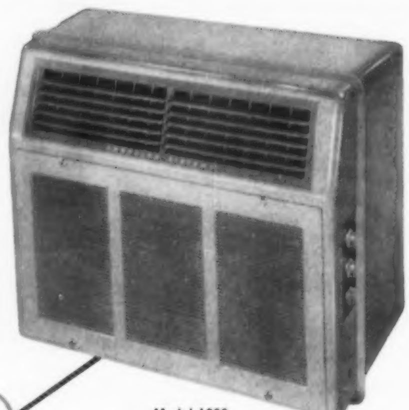
Model 1775-3

NEW! Casement
CUSTOM ROYAL
. . . for your casement market!

Meet the *newest, most advanced* model of the casement pioneer! Quickly, easily installed without removing glass or altering window. Dramatic new styling, smartly harmonizing color! Features such precision engineering triumphs as Twin Air Filters, Super Quiet Cooling, Special Night Operation Control. Exhausts and ventilates. Popular $\frac{3}{4}$ H.P. capacity! CUSTOM available in $\frac{1}{2}$ H.P. . . . *Plus* economical new $7\frac{1}{2}$ amp. $\frac{3}{4}$ H.P. model!

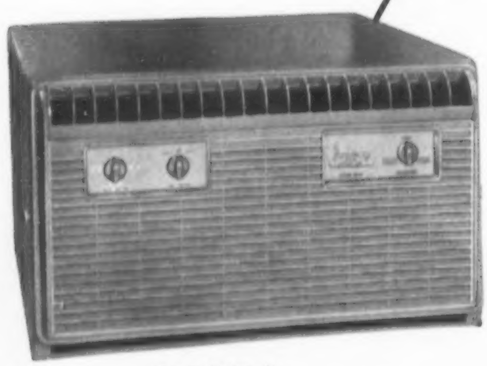
NEW! Wall-Thin, Man-Size
IMPERIAL
. . . for your thin-model market!

The *big* Chrysler advance in room air conditioners! New '57 AIRTEMP Imperial for wall *or* window! For those discriminating prospects who demand the finest. *Totally eliminates code-conflicting street "overhang."* Blends perfectly with all interior backgrounds. Delivers clean, dehumidified air—*and lots of it*—with super-silent operation. Available in the *three* most-demanded capacities—$\frac{1}{2}$, $\frac{3}{4}$ or 1 H.P.!



Model 1800

see the big new line to sell all your market



Model 1620-1

NEW! Conventional
CUSTOM ROYAL
. . . for your extra-profit deluxe market!

It *offers more*—to profit you more! That's the new '57 AIRTEMP Custom Royal for conventional windows! Chrysler-engineered for the *ultimate* in performance. Cools, filters, dehumidifies air. Amazingly quiet! Special 2-speed control for nighttime use. *Five models*—in capacities from 1 to 2 H.P.! Including such features as reverse cycle heating, ventilation without cooling, and 12 amp., 1 H.P. model.

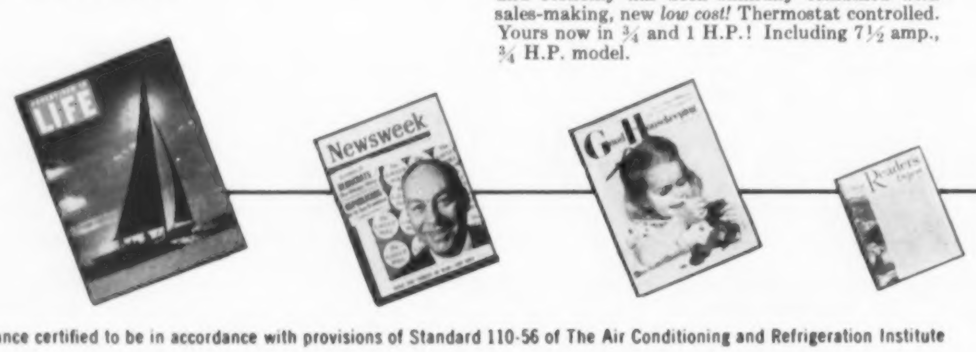
Model 1600-10

NEW! Conventional
CUSTOM
. . . for your budget-minded market!

Value leader of the year! Traditional Chrysler engineering superiority—in models specially designed for *real appeal* to price-conscious prospects! Yes, here in the new "dollar-measured" AIRTEMP Custom, true *top-of-the-line* operating efficiency and economy has been skillfully combined with sales-making, new *low cost!* Thermostat controlled. Yours now in $\frac{3}{4}$ and 1 H.P.! Including $7\frac{1}{2}$ amp., $\frac{3}{4}$ H.P. model.

YES, *BIG NEWS* . . . TOLD TO YOUR PROSPECTS IN A *BIG WAY* . . . with big full-page advertisements in these national magazines . . . with a big total of . . .

561,901,000 MESSAGES!



Rated cooling capacity and performance certified to be in accordance with provisions of Standard 110-56 of The Air Conditioning and Refrigeration Institute

Electrical Appliance Market Data by Regions *(Continued)*

SOUTH ATLANTIC

	No. of Customers (Domestic)			1956 SALES OF ELECTRICAL APPLIANCES (UNITS)										
	Dec. 31, 1956 (Estimated)	Dec. 31, 1955 (Actual)	Average KW-Hour Consumption	Refrig-erators	Ranges	Water Heaters	Freezers	Room Air Condit.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dish-washers
DELAWARE														
Delaware Power & Light Co (Northern Div.)	70,000	67,349	3,200	5,500	3,000	3,200	700	2,000	4,500	1,300	150	3,000	3,000	400
MARYLAND														
Baltimore Gas & Electric Co	441,300	425,329	2,261	48,500	5,500*	3,200*	10,000	13,000	← 25,000 →		1,000	5,000	19,000	5,000
Potomac Edison Co	132,913	136,000	3,206	7,000	6,000	4,250	2,300	1,800	6,500	10,500	200	3,500	4,500	400
DISTRICT OF COLUMBIA														
Potomac Edison Co	296,648	286,962	2,796	27,600	6,820	700	5,120	16,700	20,100	4,760	280	7,500	24,500	5,880
VIRGINIA														
Virginia Electric & Power Co	600,000	575,056	3,275	......	......	11,500	......	......	......	......	......	......	......	......
Appalachian Electric Power Co	414,000	404,897	2,790	......	27,000	15,000	......	2,000	......	......	......	11,000	......	......
WEST VIRGINIA														
Wheeling Electric Co	36,850	36,396	2,428	......	1,300	450	......	140	......	......	......	1,000	......	......
Monongahela Power Co	185,300	182,898	1,937	8,700	3,700	1,000	2,200	750	900	4,100	130	4,500	5,100	400
NORTH CAROLINA														
Duke Power Co	560,000	537,000	4,400	......	......	30,000	......	......	......	......	......	......	......	......
Carolina Power & Light Co	339,000	328,461	......	24,000	25,000	21,000	6,500	4,900	19,400	1,200	325	2,400	......	1,450
SOUTH CAROLINA														
South Carolina Electric & Gas Co	148,000	141,424	4,100	25,000	8,700	9,500	4,000	10,000	14,000	......	1,600	2,000	......	3,500
GEORGIA														
Georgia Power Co	526,200	504,529	3,285	63,000	42,000	12,000	18,200	33,500	35,000	47,500	1,125	5,250	32,500	16,500
Georgia Power & Light Co	33,205	31,591	3,350	3,000	1,560	865	1,390	1,100	1,920	1,380	15	120	480	100
Savannah Electric & Power Co	50,400	48,162	3,325	7,000	6,000	4,000	3,000	3,000	6,000	1,000	100	1,500	3,000	750
FLORIDA														
Florida Power & Light Co	470,000	437,183	3,480	61,000	35,000	45,000	7,500	32,000	37,000	6,500	500	5,000	12,000	5,000
Gulf Power Co	74,215	68,371	3,538	10,000	4,175	2,100	1,500	3,000	5,000	2,000	100	500	3,000	400
Tampa Electric Co	112,500	105,824	3,770	11,000	9,000	6,500	2,300	3,500	11,500	3,500	100	1,600	......	700
Florida Power Corp	182,700	170,444	3,244	12,500	10,200	12,120	1,920	5,070	9,360	3,960	160	1,560	2,820	1,680
City of Jacksonville Electric Plant	100,411	93,554	......	......	......	......	......	......	......	......	......	......	......	......

*Excluding Replacements.

WEST SOUTH CENTRAL

	No. of Customers (Domestic)			1956 SALES OF ELECTRICAL APPLIANCES (UNITS)										
	Dec. 31, 1956 (Estimated)	Dec. 31, 1955 (Actual)	Average KW-Hour Consumption	Refrig-erators	Ranges	Water Heaters	Freezers	Room Air Condit.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dish-washers
ARKANSAS														
Arkansas Power & Light Co	246,641	240,168	2,039	23,302	3,974	600	8,391	7,919	15,278	8,479	......	2,132	......	......
Arkansas-Missouri Power Co	33,000	32,649	2,500	1,200	600	150	250	1,000	600	400	......	150	......	150
LOUISIANA														
Louisiana Power & Light Co	187,900	180,497	2,086	16,000	3,500	1,300	11,000	10,000	10,000	7,000	3,000	......	......	3,000
Central Louisiana Electric Co	77,000	72,360	1,880	......	1,200	100	1,100	......	......	......	......	600	......	......
New Orleans Public Service Co	150,500	147,740	2,570	19,000	900	......	5,500	18,000	21,500	3,300	100	2,100	4,000	1,900
Southwestern Gas & Electric Co	158,809	154,234	2,250	17,002	2,346	367	6,601	10,250	16,135	5,105	199	1,727	......	1,255
OKLAHOMA														
Public Service Co. of Oklahoma	206,300	200,612	2,307	......	5,962	253	3,063	......	......	......	......	2,295	......	......
Oklahoma Gas & Electric Co	277,000	270,159	2,210	18,000	4,200	350	3,150	10,800	16,000	6,000	......	2,360	......	......
TEXAS														
Gulf States Utilities Co	235,100	220,378	......	19,000	7,000	1,400	6,000	11,000	9,500	3,000	450	4,000	6,500	4,500
Southwestern Public Service Co.[1]	102,758	98,806	2,268	10,613	3,427	341	5,573	936	16,199	1,690	614	5,099	......	948
Community Public Service Co	64,000	59,517	2,260	......	......	......	......	......	......	......	......	......	......	......
Texas Electric Service Co	246,529	233,123	2,831	18,000	6,700	150	10,500	10,000	22,000	2,500	500	4,000	......	2,500
Central Power & Light Co	185,000	176,493	2,250	15,000	3,500	1,100	3,600	10,000	13,000	8,000	300	2,000	......	900
Electric Dept., City of Austin	44,800	42,765	2,600	......	......	......	......	......	......	......	......	......	......	......
El Paso Electric Co	69,308	66,507	......	7,600	2,850	2,550	2,050	1,450	......	......	......	850	......	850
Houston Lighting & Power Co	375,000	355,043	3,450	28,000	9,000	900	9,000	72,000	35,000	9,000	800	6,000	......	5,700
Texas Power & Light Co	293,050	283,891	2,247	20,550	11,500	300	36,700	29,400	← 25,450 →		1,384	8,405	15,490	3,400
City Public Ser. Bd., San Antonio	148,703	143,043	2,292	19,917	3,116	660	3,609	16,158	21,087	2,952	320	1,982	6,000	1,366
West Texas Utilities Co	81,500	79,119	2,450	4,700	3,000	......	......	......	3,000	......	200	275	350	1,200
Dallas Power & Light Co	194,700	187,453	3,614	20,274	8,622	97	4,281	33,765	22,852**	3,025	403	3,510**	......	5,460

[1] Excluding New Mexico Territory. ** Includes 633 washer-dryer combinations.

			PRESENT SATURATION (PERCENT)														REPORTING UTILITY PLANS ON MERCHANDISING		
Food Waste Disposers	Radio	Tele-vision	Refrig-erators	Ranges	Water Heaters	Freezers	Room Air Condit.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dish-washers	Food Waste Disposers	Radio	Tele-vision	No. Dealers Serving Territory	Did Co. Merchandise in 1956	Plan to in 1957
250	12,000	10,000	94.5	31	13	6	8.6	90	......	9.3	5	85	4.5	5.8	98.3	94	120	Yes	Yes
4,000	30,000	26,000	89.2	14.4	6.9	9.3	11.4	← 74.2	→	4.2	4.1	45.8	4.3	4.4	88.8	92.5	......	Yes	Yes
450	......	......	94	49.5	29.9	18	4.4	15.8	77	6	5.3	......	......	......	......	......	260	Yes	Yes
6,380	68,400	56,500	99.2	15.9	2.4	9.5	19.8	21.1	31.8	9.4	8.3	51.2	7.5	10.1	100+	97.5	328	No	No
......	......	......	95	34.5	26.7	10	5	......	......	......	......	65	......	......	92	65	1,500	No	No
......	......	......	......	58.3	21.7	......	......	......	......	......	7.6	......	......	......	......	......	1,200	No	No
......	......	......	......	29.4	7.3	......	......	......	......	......	14	......	......	......	......	......	54	Yes	Yes
250	13,000	16,000	88	20	3.7	5.9	1.4	14.7	78	5.9	7.9	78	1.3	1.8	98	43	325	Yes	Yes
......	......	......	......	......	52	......	......	......	......	......	......	......	......	......	......	......	1,400	Yes	Yes
......	......	12,090	92	62	45	16	3	25	34	1	3	70	8	1.5	98	25	1,200	No	No
3,000	......	18,000	96	37	27	10	18	← 35	→	2	2	......	8	5	97	52	229	No	No
2,400	......	......	92	50	25	31	14	31	35	5.5	4	72	4.5	2.5	......	......	......	Yes	Yes
60	3,120	5,350	97.7	50.1	32.5	16.3	10.4	24.4	43.2	1.8	1.4	22.2	1.8	1.1	98.5	38.8	122	No	No
500	10,000	5,000	92	52	40	30	18	30	25	......	12	45	5	3	98	75	125	Yes	Yes
3,500	40,000	70,000	93.3	48.8	54.3	7.5	8.2	36.1	......	......	3.3	......	2.7	......	......	71.1	1,595	No	No
300	2,000	7,500	95	41	34.7	11.2	8	34	34	2	1.6	41	2.1	1.4	98.2	70	85	Yes	Yes
300	......	18,000	98	55	50	16	14	......	......	......	......	......	......	......	......	75	146	No	No
1,200	9,625	14,000	92.8	50.4	48	6.7	10	23.1	35	3	2.3	33.3	3.1	1.9	98.5	31.5	365	No	No
......	......	......	......	......	......	......	......	......	......	......	......	......	......	......	......	......	......	......	......

			PRESENT SATURATION (PERCENT)														REPORTING UTILITY PLANS ON MERCHANDISING		
Food Waste Disposers	Radio	Tele-vision	Refrig-erators	Ranges	Water Heaters	Freezers	Room Air Condit.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dish-washers	Food Waste Disposers	Radio	Tele-vision	No. Dealers Serving Territory	Did Co. Merchandise in 1956	Plan to in 1957
......	......	33,413	94	15	3.4	21.1	17.5	29.4	53.2	......	3.2	......	......	......	......	80.8	1,100	No	No
150	......	......	91	37	22	17	......	35	......	......	......	......	......	......	95	......	100	Yes	Yes
1,000	......	14,000	95	10	6	30	17	38	46	6	6	......	7	5	98	70	625	No	No
......	......	......	86	9	1	25	25	40	40	......	5	......	......	......	95	50	286	Yes[2]	Yes[2]
1,500	30,000	35,300	91	−1	......	12	13	43	32	4	3	37	5	3	99	80	225	No	No
682	......	32,515	98.3	9.4	2.6	20.3	25.8	47.2	43.9	4.3	3.3	......	4.1	2.6	......	74	433	No	No
......	......	......	......	16.1	.7	10	......	......	......	......	4.1	......	......	......	......	......	350	No	No
......	25,000	34,400	92	10.7	.9	9.4	21.7	......	......	......	......	......	......	......	98.5	72	770	No	No
2,500	7,200	28,000	89	24	7	19	18	46	15	1	4	66	2	1	88	61	450	Yes	Yes
664	......	19,456	......	......	......	......	......	......	......	......	......	......	......	......	......	......	212	No	No
......	......	......	99	20	1	30	50	40	50	1	5	95	5	5	99	75	250	Yes[1]	Yes[1]
2,000	......	30,000	90.2	11.8	.5	20.1	18.2	54.8	29.3	7.7	4.9	......	4.3	3.1	......	78.1	400	No	No
600	......	25,000	79.7	13.5	3.3	18.2	14.9	32.6	30.6	3.1	......	......	2.6	......	100+	48.1	550	No	No
......	......	......	98	10	5	15	20	......	......	5	10	90	5	2	98	75	40(LY)	No	No
......	......	15,000	94.8	31.5	24.3	18.2	.7*	......	......	......	3.9	......	2.9	......	......	85	81	Yes	Yes
6,500	45,000	55,000	88.5	8.5	2.5	20	20	50	30	5.4	6	......	6	3	99	86	450	No	No
......	37,900	26,596	95	12.6	......	29.8	......	......	......	......	8.5	......	3.4	......	......	......	755	No	No
1,400	40,000	50,000	......	......	......	21	......	......	......	......	......	......	......	......	99	......	140	No	No
......	1,500	5,000	93	21.9	6.3	6.5	15	52	......	6	1.5	60	16	16	95	30	300	Yes	Yes
7,175	33,544	45,247	95.5	19.1	1	16.2	31.7	50	23.3	9.2	6.6	......	11.3	6.9	100	91	200	No	No

[1] Curtailed in some areas. [2] Limited. * 90% sold going into offices and motels. (LY) Last year's figure.

ADDITIONAL CHARTS ON PAGE 258

Electrical Appliance Market Data by Regions (Continued)

EAST NORTH CENTRAL

EAST NORTH CENTRAL	No. of Customers (Domestic) Dec. 31, 1956 (Estimated)	Dec. 31, 1955 (Actual)	Average KW-Hour Consumption	1956 SALES OF ELECTRICAL APPLIANCES (UNITS) Refrig-erators	Ranges	Water Heaters	Freezers	Room Air Condit.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dish-washers
OHIO														
Columbus & Southern Ohio Elec. Co.	222,000	217,115	2,660	18,800	7,100	2,100	4,100	4,000	11,000	4,340	.....	10,700	.....	2,000
City of Clevelamd—Div. of Light & Power	47,600	47,407	2,040	.....	250	.....	.....	100	.....	.....	.....	500	.....	.....
Cleveland Electric Illuminating Co	468,580	452,079	3,010	45,000	15,000	6,000	7,000	7,000	35,000	15,000	2,000	20,000	28,000	3,500
Ohio Edison Co	488,500	468,497	3,400	36,000	17,800	5,300	6,700	4,000	21,000	9,000	2,000	14,800	18,900	1,700
Dayton Power & Light Co	217,500	208,614	3,080	12,000	6,750	2,750	3,000	2,750	13,500	6,700	300	9,000	9,000	725
Ohio Power Co	382,100	375,370	3,470	.....	21,000	9,000	.....	.....	.....	.....	.....	20,000	.....	.....
Ohio-Midland Light & Power Co	15,778	14,226	.....	500	450	300	200	300	500	300	100	500	500	100
Toledo Edison Co	164,965	161,042	.....	16,006	9,500	3,000	2,600	8,000	14,000	.....	.....	10,000	.....	1,050
Cincinnati Gas & Electric Co & Subsidiary Companies	345,410	336,845	.....	39,000	10,500	6,200	5,800	17,000	28,000	22,000	1,300	9,200	24,000	3,300
INDIANA														
Indianapolis Power & Light Co	174,000	171,265	3,450	12,000	5,800	4,000	4,500	4,000	7,000	2,000	500	8,500	.....	2,500
Municipal Elec. Light & Power	14,693	14,521	3,100	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Southern Indiana Gas & Electric Co	61,450	60,706	3,345	4,356	1,740	1,008	1,332	3,216	4,068	2,184	44	1,236	1,700	125
Public Service Co. of Indiana, Inc	314,000	306,396	3,160	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Indiana-Michigan Electric Co	236,000	228,390	4,400	.....	14,700	9,500	.....	4,580	.....	.....	.....	17,800	.....	.....
ILLINOIS														
Central Illinois Light Co	103,347	95,565	.....	5,500	1,200	1,400	3,000	2,500	6,000	2,000	400	6,000	5,000	400
Commonwealth Edison Co	1,674,600	1,616,434	2,555	145,000	23,500	4,500	12,000	57,000	120,000	60,000	2,000	19,500	145,000	7,200
Central Ill. Electric & Gas Co	53,630	51,430	2,825	4,500	1,000	300	800	2,500	4,000	2,000	150	1,500	.....	300
Central Ill. Public Service Co	192,400	189,822	2,370	11,000	3,800	2,100	4,300	4,000	8,100	7,900	.....	3,800	.....	500
MICHIGAN														
Upper Peninsula Power Co	19,000	18,800	3,000	1,300	1,150	1,300	175	6	730	770	30	465	600	50
City of Wyandotte, Department of Municipal Service	11,816	11,680	2,450	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Consumers Power Co	717,251	695,544	3,547	34,000	22,100	17,300	.....	.....	.....	.....	.....	.....	.....	.....
Bd. of Water & Elec. Light Comm	39,500	38,098	3,850	4,000	2,600	1,500	1,300	.....	3,600	1,400	200	3,200	6,400	.....
Michigan Gas & Electric Co	18,500	17,900	3,300	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Detroit Edison Co	1,080,000	1,044,964	2,970	86,000	30,000	9,000	6,200	14,000	← 65,000 →		2,000	26,000	.....	3,600
Edison Sault Electric Co	11,500	10,811	2,528	778	400	400	100	5	275	350	100	200	150	20
WISCONSIN														
Wisconsin Power & Light Co	163,000	159,723	2,950	7,000	6,800	4,000	2,500	1,200	4,700	.....	.....	4,800	.....	500
Lake Superior District Power Co	17,100	16,984	3,800	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Wisconsin Public Service Corp.	136,900	133,889	2,943	3,600	2,400	3,000	3,000	400	2,400	1,200	800	3,000	.....	600
Madison Gas & Electric Co	38,220	36,750	4,108	2,675	1,175	240	425	340	1,325	550	65	1,150	1,900	135
Wisconsin Electric Power Co	417,000	404,327	3,550	21,000	14,000	9,000	4,000	5,000	20,000	.....	1,000	16,000	20,000	2,500

EAST SOUTH CENTRAL

EAST SOUTH CENTRAL	No. of Customers (Domestic) Dec. 31, 1956 (Estimated)	Dec. 31, 1955 (Actual)	Average KW-Hour Consumption	1956 SALES OF ELECTRICAL APPLIANCES (UNITS) Refrig-erators	Ranges	Water Heaters	Freezers	Room Air Condit.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dish-washers
KENTUCKEY														
Louisville Gas & Electric Co	159,000	152,272	2,770	.....	.....	1,800	.....	.....	.....	.....	.....	.....	.....	.....
Kentucky Power Co	76,500	75,233	2,285	.....	3,500	1,800	.....	448	.....	.....	.....	1,300	.....	.....
Kentucky Utilities Co	183,000	179,847	.....	20,170	10,930	4,490	6,900	5,450	8,550	15,000	360	3,500	4,000	760
TENNESSEE														
Bristol Tennessee Electric System	11,300	10,948	8,500	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Knoxville Utilities Board	65,500	64,396	9,050	8,000	7,500	3,500	2,000	3,000	2,800	2,000	200	1,000	.....	200
Electric Power Bd. of Chattanooga	70,900	69,171	10,992	5,300	5,350	4,500	1,300	7,500	4,500	1,200	75	2,000	3,500	500
Electric Power Bd., City of Nashville	101,500	98,725	9,500	8,700	7,800	6,900	2,050	16,000	.....	.....	.....	2,800	.....	.....
Memphis Light, Gas & Water Div.	142,500	135,312	3,125	11,000	2,750	600	4,000	16,000	12,000	2,500	100	2,000	6,000	2,000
Kingsport Utilities, Inc	17,459	17,800	6,700	.....	835	1,300	.....	.....	.....	.....	.....	650	.....	.....
ALABAMA														
Alabama Power Co	511,545	495,291	3,198	36,820	26,000	9,500	13,500	18,700	33,300	19,600	220	4,400	14,598	2,750
MISSISSIPPI														
Mississippi Power & Light Co	144,680	141,072	2,100	12,000	3,000	200	4,000	3,000	3,000	1,500	.....	800	.....	275
Mississippi Power Co	83,380	76,679	2,261	5,500	1,150	210	1,500	4,000	2,000	800	.....	500	.....	200

			PRESENT SATURATION (PERCENT)														REPORTING UTILITY PLANS ON MERCHANDISING		
Food Waste Disposers	Radio	Television	Refrigerators	Ranges	Water Heaters	Freezers	Room Air Condit.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dishwashers	Food Waste Disposers	Radio	Television	No. Dealers Serving Territory	Did Co. Merchandise in 1956	Plan to in 1957
3,000	.....	14,000	97.5	26.2	8	11.7	5.3	31	65	.....	24.3	.....	7.7	9.1	98	90	315	No	No
.....	.....	.....	.....	10	.....	.....	.5	.....	.....	.....	5	.....	.....	.....	.....	.....	125	No	No
3,500	75,000	60,000	94.7	27	11.4	13	3.7	37	55.8	17.8	17.6	86.6	4.8	5.9	98	95.1	750	No	No
4,800	.....	47,700	97.6	40.2	14.9	9.2	3.7	22.6	68.7	14.7	15	82	2.4	4.9	.....	83.1	835	Yes	Yes
1,500	17,500	22,000	91	26.7	15.1	13.8	4.2	36.3	63	10.9	16.9	81.8	2.9	4	99.8	96.5	464	Yes[1]	Yes[1]
.....	.....	.....	.....	60.1	25	.....	.2	.....	.....	.....	18.6	.....	.....	.....	.....	.....	1,000	Yes	Yes
200	500	500	90	25	15	15	5	30	60	15	20	70	2	10	90	50	.....	No	No
.....	.....	.....	98	45	17	16	8	.....	.....	.....	24	.....	.....	.....	.....	87	292	No	No
6,400	68,300	57,600	95	18.3	10.2	17.5	8.1	34	55	9.6	9	80	4.1	6.1	99.8	92.6	707	No	No
3,000	.....	8,000	98	34	14	13	3	40	55	10	15	88	5	5	98	90	250	Yes	Yes
.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	25	No	No
180	3,420	6,660	98	30	25	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	121	Yes	Yes
.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	1,000	No	No
.....	.....	.....	97	60	40.5	20	7	43	38	.....	24.7	.....	2	.....	.....	80	515	Yes	Yes
600	.....	8,000	90	22	9	8	5	25	70	13	15	80	2	4	98	55	325	Yes	Yes
11,000	530,000	290,000	90.5	13.8	5.7	8	6.4	25	45	7	5.2	81	2.5	2.9	97	90	2,000	Yes	Yes
1,000	4,000	6,000	96	16	10	17	14	30	.....	4	11	.....	.....	.....	.....	94	40	No	No
.....	.....	18,700	92.8	29	15.7	15.7	5.6	.....	.....	.....	5.4	.....	.....	.....	.....	55	647	No	No
25	500	4,500	85	40	30	1	.....	5	95	.5	.5	80	.5	.5	95	20	80	Yes	Yes
.....	.....	.....	98	80	9	20	20	50	55	50	40	97	30	40	100	90	70	No	No
.....	.....	.....	94.4	45.5	27.7	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	2,100	Yes	Yes
.....	.....	7,500	98	84	28	27	.....	36	64	21	28	95	.....	.....	98	98	46	No	No
.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	25	Yes	Yes
.....	.....	62,000	96	37	10	10	3	34	61	18	17	89	3	8	97	86	1,200	Yes	Yes
30	550	1,500	84	70	30	8	2	25	57	5	7	65	7	7	78	65	40	No	No
800	.....	28,000	98.3	38.7	31.7	31	2	15.6	74.2	6.5	14.5	77	2.1	2.7	99.5	83.7	599	Yes	Yes
.....	.....	.....	94	49	45	15	.....	11	81	6	7	72	3	3	98	48	126	Yes	Yes
400	.....	.....	94	33	26	16	.....	15	75	10	10	.....	3	2	.....	.....	1,050	Yes	Yes
400	5,000	5,200	95.4	28.2	5.1	9.4	3.7	28.1	54	9.8	9.7	75	3.2	5.9	99	82	39	Yes	Yes
5,000	.....	25,000	95	35	23	17	4	28	61	15	15	90	4	7	100	96	800	Yes	Yes

1. Merchandises ranges, water heaters, dryers in rural territory only

			PRESENT SATURATION (PERCENT)														REPORTING UTILITY PLANS ON MERCHANDISING		
Food Waste Disposers	Radio	Television	Refrigerators	Range	Water Heaters	Freezers	Room Air Condit.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dishwashers	Food Waste Disposers	Radio	Television	No. Dealers Serving Territory	Did Co. Merchandise in 1956	Plan to in 1957
.....	.....	.....	.....	.....	9.3	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	180	No	No
.....	.....	.....	.....	46	14	.....	7	.....	.....	.....	6.5	.....	.....	.....	.....	.....	260	Yes	Yes
500	20,000	35,000	94.5	35.6	20.5	12	4.7	18.7	71.9	4.3	4.1	67.5	3.0	2.1	38.3	43.4	635	No	No
.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	30	No	No
100	.....	1,500	97.2	81.5	68.2	20	18	← 80 →		18	8	70	12	10	100	63.8	94	No	No
250	2,500	13,000	96	91	71	19	30	85	.....	20	16	85	6	3	100	70	92	No	No
.....	.....	16,500	97	83	61	9	25	← 70 →		.....	6	.....	.....	.....	.....	90	115	No	No
2,250	11,000	20,000	89	12	5	18	35	45	73	10.7	7	87	14	8	98	80	235	No	No
.....	.....	.....	.....	82.5	73.6	.....	.....	.....	.....	.....	10	.....	.....	.....	.....	.....	25	No	No
1,525	43,000	64,000	89.2	36.7	19.2	8.8	5.4	21	35.6	.....	1.2	.....	2.1	.....	.....	53.3	1,250	Yes	Yes
125	.....	8,000	93	16.5	2	14.4	16.3	← 35 →		.....	2	.....	.....	.....	.....	.....	500	No	No
150	3,650	3,500	84.5	15	4.5	9.5	15.9	.....	.....	.....	.....	.....	.....	.....	.....	33.2	270	Yes	Yes

ADDITIONAL CHARTS ON PAGE 266

Four *fast-moving* stars in the world of casual, up-to-date living: WARING BLENDOR, ICE JET, MIXOR, "Durabilt" Travel Irons! 9 sparkling BLENDOR models—chrome, copper, brass, white enamel plus a galaxy of colortones to retail from $38.95 to $47.95 . . . the incomparable ICE JET, the BLENDOR attachment that crushes 4 trays of cubes in 90 seconds and retails at $16.95 . . . the stylish, portable MIXOR in pastel colors with the *swept-back* comfort grip handle, retails at $17.95 . . . 3 distinctively different "Durabilts", the broadest line of quality AC-DC travel irons—the $6.95 budget-seller, the $8.95 fully-automatic, the $12.95 115-230 volt, the only dual voltage quality-built iron made for foreign and domestic travel. See the WONDERS of WARING, fourteen star performers designed to sell to discriminating people, to make your store the showcase for the very finest in small appliances—at the Housewares Show, WARING BOOTHS 427, 429, 431.

WARING PRODUCTS CORPORATION

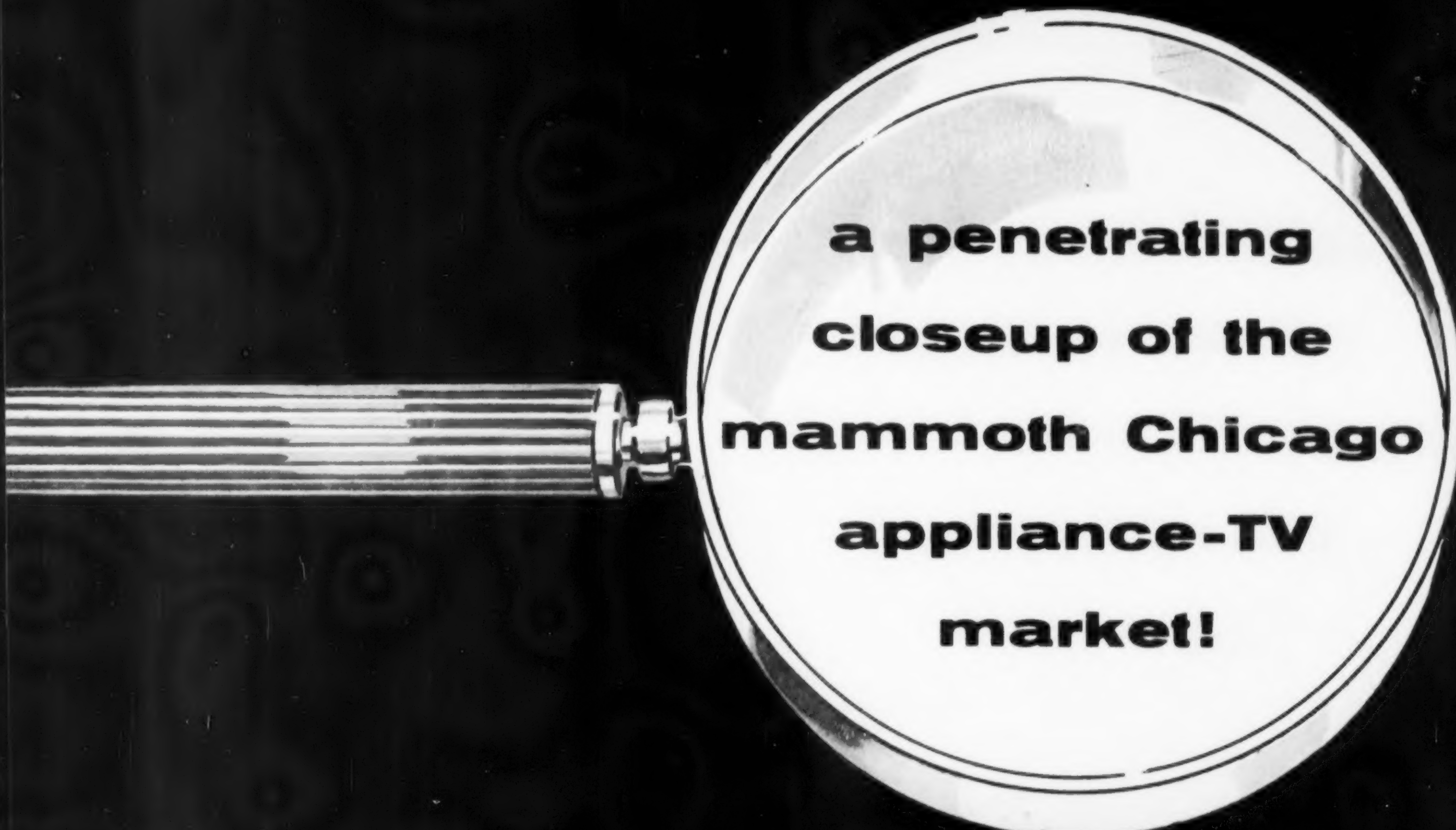
25 W. 43rd St., New York City 36. Subsidiary of Dynamics Corp. of America

THE WONDERS OF WARING

Watch for two new and brilliant small appliances which will soon take their place alongside other specialties in the Waring family.

NOW!

from the Chicago Tribune!



a dramatic, exclusive
story jam-packed with
current selling information!

Comprehensive Chicago Mid-America's biggest

Tribune study profiles appliance-TV market!

- **How many Chicago families have bought new appliances and TV sets since 1952?**
- **How has appliance and TV set brand preference shifted in Chicago?**
- **Which appliance do most Chicago families plan to purchase next?**
- **How many Chicago families plan to buy a major appliance or TV set this year?**

THESE are only a few of the questions you may need to answer to meet the selling challenge posed by the huge Chicago market. And the Chicago Tribune has the facts for you!

The Tribune's new study of the Home Appliance Market in Metropolitan Chicago provides a veritable treasury of current data. Out of nearly 3,000 interviews it draws a graphic picture of conditions today and prospects for tomorrow in the major appliance and TV fields.

This report goes far beyond household saturation levels. It details brand standings and recent sales trends. It examines source of purchase by shopping center and by individual store. It shows sales potentials by item and by brand. It analyzes prospective purchasers by family income and social class.

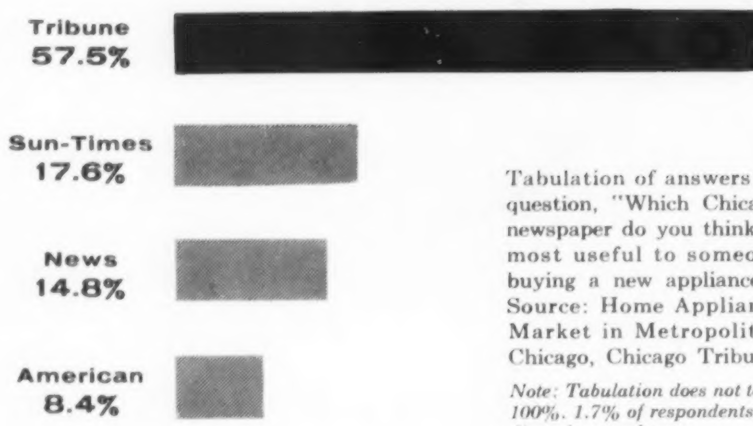
The Tribune Home Appliance Market study offers real help you can put to work right now to bring your 1957 Chicago sales plans into sharp focus. Ask a Tribune representative to go over the story with you today.

The Tribune is Chicago's No. 1 Appliance Guide!

Tops with appliance buyers!

The Chicago Tribune study of Metropolitan Chicago's Home Appliance Market provides new evidence of Tribune sales power.

When asked which Chicago newspaper they considered most useful in buying appliances, 57.5% of the study's respondents named the Tribune. They chose the Tribune over the second Chicago newspaper by a margin of more than three to one.



Tabulation of answers to question, "Which Chicago newspaper do you think is most useful to someone buying a new appliance?" Source: Home Appliance Market in Metropolitan Chicago, Chicago Tribune.

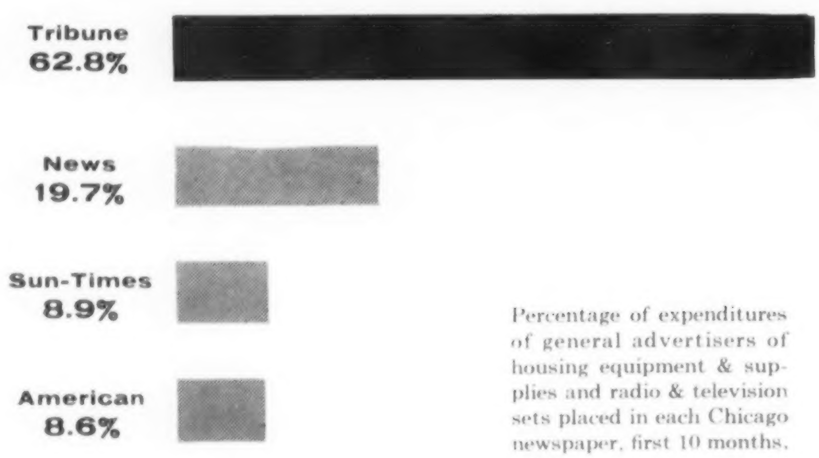
Note: Tabulation does not total 100%. 1.7% of respondents indicated no preference

Tops with appliance advertisers, too!

The Tribune study reinforces a conviction which appliance advertisers have held for a long time.

Since 1950, general advertisers of housing equipment and supplies and radio and television sets have placed more lines of advertising in the Chicago Tribune than in any other newspaper in the nation.

In Chicago, these same advertisers place far more of their advertising linage and expenditures in the Tribune than in any other Chicago newspaper.



Percentage of expenditures of general advertisers of housing equipment & supplies and radio & television sets placed in each Chicago newspaper, first 10 months, 1956.

Booming Chicago can produce more sales and profits for you in 1957. Get the up-to-date story of this great market and its most productive newspaper from your nearest Tribune representative.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Chicago	New York City	Detroit	San Francisco	Los Angeles
W. H. Hattendorf	E. P. Struhsacker	W. E. Bates	Fitzpatrick Associates	Fitzpatrick Associates
1333 Tribune Tower	220 E. 42nd St.	Penobscot Bldg.	155 Montgomery St.	3460 Wilshire Blvd.
SUperior 7-0100	MUrray Hill 2-3033	WOodward 2-8422	GArfield 1-7946	DUnkirk 5-3557

MEMBER: FIRST 3 MARKETS GROUP, METRO SUNDAY MAGAZINE NETWORK AND METRO COMICS MAGAZINE NETWORK

The Far West

CONTINUED FROM PAGE 248

per home averages $11.24, sales amounted to $234,500 and were up 54.4 percent on a unit basis over 1955. Percent of customers buying was 1.03 and $2.18 per home was spent on the average. Alaska now reports a saturation of 8.7 percent, which is 2.9 above last year's figure. Investment per home averages $18.44; expenditure per home $5.60, and 2.64 percent of customers bought this appliance. This was one of the few items on the electrical list which this year sold at a higher level in British Columbia than in 1955. Sales here amounted to about $1,179,600 and were 25.4 percent above 1955: 1.8 percent of customers bought dryers. Saturation level in this Canadian province stands at 4.6 percent, up 1.6 percent over last year.

Vacuum Cleaners Do Well

Vacuum cleaner sales are reported up by about 37.5 percent in the West as a whole, doing particularly well in the Intermountain area. Unit sales were about 372,593 on the Coast, which was 8.2 percent above the 1955 figure; 72,839 in the Intermountain states, 78.2 percent up. Washington, Oregon, Idaho and Nevada sales were reported lower than last year, as were figures from Hawaii and British Columbia. Total dollar volume for the Coast was about $30,552,600, for the Intermountain area $5,251,000.

Saturation average for the West this year is given at 81 percent, which means that the average home has an investment of $66.42 in this appliance. The figure is considerably above that given in 1955, undoubtedly revised in the interest of accuracy.

Dishwasher Sales Up 50 Percent

Dishwasher sales for the eleven Western states this year reached a figure of 73,987, which was 49.8 percent above that reported last year. Dollar volume came to about $22,187,100, of which $18,221,400 was accounted for by the Pacific Coast and $3,965,700 in the Intermountain area. This meant an average expenditure per western home of $3.12. Best job of selling is reported from Nevada and California, where both increase over last year's sales and expenditure per home were far above the average. California business was up by 74 percent, 1.45 percent of all customers buying, with an average of $4.35 spent per home. In Nevada 1.95 percent of the homes added this appliance. Dryers now represent 2.53 percent of the dealer's dollar volume.

Best selling job in the past has been done in southern Nevada, which reports a saturation of 19.7 percent and in Arizona, where 11.4 percent of the homes have dishwashers. The average for the West is 6.3 percent, up 0.6 percent over last year. This means an average investment of $18.90 per home. Over 6,637,000 still remain to be sold in the West.

In Hawaii, where saturation is given as 5.6 percent, sales this year amount to about $257,700, 20 percent above last year in units sold. Average investment per home here is $16.80, average expenditure this year $2.40, 0.8 percent of customers buying. Alaska, where there were only token sales reported last year, reached the respectable total of an average $3.48 spent per home. Saturation is reported at 5.2 percent, up 2.3 percent over 1955. Dishwasher sales in this northern territory represent 4.01 percent of the dealer's business.

Food Waste Units Do Even Better

In dollar volume dishwasher and food waste unit sales are not far apart, but because of the difference in price, this means an even better sales job this year for the food waste units. Some 200,961 were sold in the West, amounting to $22,263,000, of which nearly 90 percent was accounted for on the Coast, better than 80 percent of the total being sold in California alone, where business in this appliance more than doubled last year's figures. Total for the Intermountain states was 22,345 units, up 50.4 percent. Gain for the West as a whole was 176 percent.

Saturation of food waste units now stands at 9.1 percent for the West. Highest state is Nevada. Arizona and California are next with 11.4 and 11.3 respectively. Average investment per home is $10.01, average expenditure $3.11, of which practically none is replacement business. Percent of customers buying averaged 2.83 in the West. California reports 4.2 percent of customers buying. Montana, Colorado and Nevada were all above average in this respect. This year food waste units account for 2.52 percent of the dealer's business. About 6,442,800 homes remain to be sold in the eleven Western states.

Hawaii reports a saturation of 5.1 percent for this appliance. Percent of customers buying was 1.03 and average expenditure per home $1.13. Business was 78.6 percent above last year. Alaska tripled its sales of this equipment, 0.97 percent of customers buying, bringing the saturation to 2.5 percent. In British Columbia very little interest is shown in this appliance as yet,

(*Continued on page 266*)

Electrical Appliance Market Data by Regions *continued*

WEST NORTH CENTRAL	No. of Customers (Domestic) Dec. 31, 1956 (Estimated)	Dec. 31, 1955 (Actual)	Average KW-Hour Consumption	1956 SALES OF ELECTRICAL APPLIANCES (UNITS) Refrigerators	Ranges	Water Heaters	Freezers	Room Air Condit.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dishwashers
MINNESOTA														
Otter Tail Power Co	70,300	69,677	2,950	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Minnesota Power & Light Co	54,175	53,367	3,390	4,532	3,046	1,938	1,615	.....	3,466	2,481	93	2,217	1,541	155
Northern States Power Co. & Subs. Cos	528,000	513,506	2,950	50,000	18,000	10,000	15,000	13,000	20,000	10,000	5,000	15,000	15,000	5,000
Montana-Dakota Utilities Co	55,245	54,345	3,000	2,000	1,400	750	900	500	1,200	300	.....	1,200	700	200
IOWA														
Iowa-Illinois Gas & Electric Co	89,025	87,456	2,401	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Iowa Power & Light Co	136,000	134,602	2,450	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Iowa Southern Utilities Co	63,800	63,490	2,250	3,888	990	744	1,026	200	800	520	.....	648	800	160
Interstate Power Co	69,150	67,950	2,939	3,500	2,200	2,800	2,400	2,000	2,200	.....	.....	3,200	.....	100
Iowa Public Service Co	100,815	100,512	2,400	5,000	1,450	950	3,000	2,200	.....	.....	.....	1,000	.....	.....
Iowa Electric Light & Power Co	117,395	115,452	2,511	8,000	9,000	850	1,000	5,000	7,000	4,000	300	3,200	2,500	500
MISSOURI														
Missouri Power & Light Co	53,070	52,171	.....	3,200	1,500	900	1,600	4,000	2,000	8,000	300	1,500	2,000	200
Kansas City Power & Light Co	236,000	230,400	2,500	30,000	7,000	200	7,000	12,000	15,000	4,500	350	6,000	.....	1,500
Rolla Municipal Utilities	2,590	2,552	2,714	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
St. Joseph Light & Power Co	33,870	33,138	2,360	2,400	1,200	250	600	750	900	750	200	700	1,100	70
Union Electric Co	509,900	498,131	2,978	42,800	15,400	6,100	10,500	32,000	19,600	11,950	.....	14,900	.....	4,900
City Utilities of Springfield	29,500	28,333	2,200	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Empire District Electric Co	55,400	54,447	2,022	.....	268	230	.....	.....	.....	.....	.....	.....	.....	.....
Board of Public Works	4,796	4,707	2,100	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
NORTH DAKOTA														
Sheyeun Valley Electric Coop., Inc.	2,398	2,426	.....	40	50	50	70	.....	.....	25	.....	75	.....	.....
Wild Rice Electric Coop., Inc	4,960	4,800	2,748	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Beltrami Electric Coop., Inc	4,335	4,166	.....	250	150	150	75	10	100	200	12	100	50	12
P.K.M. Electric Coop., Inc	3,339	3,339	3,444	30	130	124	136	8	45	28	30	153	150	22
Clearwater-Polk Electric	1,910	1,887	2,580	150	50	30	100	0	20	200	0	50	50	5
Nodak Rural Electric Coop., Inc	8,920	8,720	1,800	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
SOUTH DAKOTA														
Northwestern Public Service Co	29,200	29,000	3,200	2,000	1,500	1,500	750	900	1,200	600	500	1,000	1,500	200
Black Hills Power & Light Co	21,640	20,949	2,850	900	750	250	450	150	950	150	75	750	400	150
NEBRASKA														
Omaha Public Power District	99,800	96,200	3,500	5,600	4,100	700	1,400	6,600	5,100	3,000	.....	2,400	.....	300
Consumers Public Power District	94,000	92,394	2,850	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
KANSAS														
Kansas Power & Light Co	132,500	129,795	2,377	9,800	4,600	375	3,200	7,400	11,500	3,600	.....	4,200	.....	.....
Kansas City Bd. of Public Utilities	37,000	36,387	2,300	.....	250	25	.....	.....	.....	.....	.....	.....	.....	.....
Western Light & Telephone Co., Inc.	35,350	34,897	.....	1,500	1,000	300	1,000	2,000	1,500	300	100	1,000	1,000	150
Kansas Gas & Electric Co	129,000	125,213	2,911	8,700	4,300	500	3,000	7,900	11,000	2,000	270	4,000	.....	480

The Far West:

continued

saturation being less than one percent, and sales not more than $.10 per home. Unit sales reported were 5.4 percent below those of last year.

Table Models Dominate Radio Sales

Sales of radio sets continue at a steady pace—in fact, they were up by 21.3 percent over 1955 in the West as a whole, but the average price of units sold was relatively low. In Los Angeles, where over 200,800 sets were sold in the first eight months of the year, 30.6 percent were table models, 30.6 percent portables, 23.7 percent clock radios, 3.6 percent combination table models, 10.6 percent AM-FM, and only 1.9 percent combination consoles.

On the Pacific Coast sales for 1956 were about 567,082 sets, up 17 percent over a year ago; some 125,896 sets were sold in the Intermountain area (52.8 percent up), bringing the total to 692,978, an increase of 21.3 percent over 1955 sales. Highest percentage of customers buying was in New Mexico, where 17 percent of the homes added radios, and in Oregon where the figure was 14.42. On the Pacific Coast one out of every 10 homes added a set. Average expenditure per home for the West was $3.13, percent of customers buying 9.78. In actual number of sets sold, California dominated the scene, accounting for about two thirds of the total.

Saturation figures for radio reach very near the 100 percent mark in all states and exceed it in some, depending on whether or not companies report multiple ownership in one home. This is a fair indication of the fact that there is no real saturation point for any appliance. When practically every home has a radio, the customers simply keep on buying. Average investment per home in terms of the value of last year's unit sales is $33.18. Practically all sales were either replacements or second or third sets. Radio constituted 2.54 percent of the average dealer's business.

Television Unit Sales Advance

Unit sales of television were up by 12.3 percent in the West as a whole, but because of the increasing volume of portables included among the sales, the dollar volume ($176,217,200) was actually below that reported in 1955. One in every four sets sold during the first eight months in the Los Angeles area was either a portable or a 17-inch model in the regular line. On the other hand, there was a reported total of 3,810 color sets owned in the Los Angeles signal area, of which 283 were sold in the month of August.

Total number of sets sold in the West in 1956 was 881,086, of which 676,247 were bought on the Coast, 204,839 in the Intermountain territory. Nevada was the only state not reporting an increase over 1955 business. Percent of western customers buying was 12.43, average expenditure per home $24.86. Highest individual level of buying was in New Mexico, where $35.60 was spent per home and in Idaho, where this figure was $39.84. Oregon was not far behind with an average expenditure per home of $32.84.

Saturation percentage for the Pa-

			PRESENT SATURATION (PERCENT)														REPORTING UTILITY PLANS ON MERCHANDISING		
Food Waste Disposers	Radio	Television	Refrigerators	Ranges	Water Heaters	Freezers	Room Air Condit.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dishwashers	Food Waste Disposers	Radio	Television	No. Dealers Serving Territory	Did Co. Merchandise in 1956	Plan to in 1957
......	....	....	90	45	33	15	.....	.....	.....	.....	8	.....	.....	.....	....	....	1,000	Yes*	Yes*
190	....	8,540	92	44	30	10	.....	20	79	9	8	62	6	2.2	....	50	300	Yes	Yes
5,000	25,000	30,000	92	24	22	14	3	17	80	13	13	79	3	3	100	69	1,000	Yes	Yes
100	....	....	90	48	27	19	3	40	49	.....	16	84	2	.....	....	....	....	Yes	Yes
......	....	....	98	12	4	16	15	40	50	12	10	90	5	5	100+	90	250	Yes	Yes
......	....	....	93	25	11	15	8	38	62	5	18	91	2	3	100	85	200	Yes	Yes
100	3,500	11,000	94.2	25.3	21.4	17.2	7	16.7	73.9	.....	5.8	80	1.8	4	100+	68	400	Yes	Yes
300	....	5,000	97	30	36	22	.....	20	.....	.....	13	.....	3	.....	98	70	500	Yes	Yes
......	....	....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	....	....	....	No	No
500	....	4,800	99	27.1	38.7	25.9	6.8	27.3	73	9	17.1	79.9	2	4.4	98	84.2	1,000	Yes	Yes
250	3,500	5,000	92	31	16.5	18.5	24	35	50	17	5	80	2	2.5	98	80	250	Yes	Yes
3,000	....	....	97	27	6	15	29	36	72	11	11	90	15	25	95	90	250	Yes	No
......	....	....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	....	....	....	No	No
70	1,500	4,000	90	18	9	12	9	25	65	5	6	75	1	1	95	60	125	Yes	Yes
4,800	....	119,700	94	26	9.5	14	27.3	33	59	.....	12	.....	6	8.1	....	85	1,200	No	No
......	....	....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	....	....	60	No	No
......	....	....	93	20.5	12	11.5	7.5	.....	.....	.....	2	.....	2.5	.....	....	60	320	Yes	......
......	....	....	90	70	25	25	30	25	70	25	40	80	20	10	90	50	15	No	No
......	....	75	90	49	34	35	.....	.....	75	33	15	.....	2	.....	....	51	26	No	No
......	....	....	90	30	40	40	1	15	80	20	15	30	10	10	100	60	20	No	No
12	200	150	68	36	22	21	1	10	90	.....	5	10	1	1	63	5	30	No	No
15	100	185	95.3	49.6	43.8	45.1	0	43.5	93.1	1	19.3	75	32.5	.....	98	44.5	45	No	No
2	100	300	85	25	15	35	0	1	90	1	5	40	1	0	95	35	5	No	No
......	....	....	95	50	40	30	.....	10	85	15	20	80	3	2	99	70	....	No	No
250	2,000	15,000	96	48	37	16	3	35	60	20	10	93	2	5	96	70	365	Yes	Yes
100	850	2,000	91	47	19	9	2	22	60	7	9	88	3	2	98	40	79	Yes	Yes
300	5,500	8,400	75	31.2	14.2	14.7	14.4	27.3	.....	.....	12.4	.....	21	2.6	....	100+	110	No	No
......	....	....	92	47	8	9	11	14	82	6	14	71	6	8	95	14	600	Yes	Yes
......	....	18,000	96	26.4	5.3	12.9	21.3	37.7	52.1	.....	8.8	.....	.....	.....	....	76.8	485	Yes	Yes
......	....	....	99	15	3	.....	20	10	80	.....	2	90	1	2	100+	80	50	No	No
200	....	....	94	29	9.5	30	25	35	60	6.5	18	90	10	12	....	....	210	No	No
880	....	18,000	95	24	4	22	26	46	37	14	15	80	6	12	98	80	360	No	No

* Through sales companies.

ADDITIONAL CHARTS ON PAGE 268

cific Coast is now given at 75.3, for the Intermountain area at 64.2 and for the West as a whole at 72.7. The increase over last year's percentages is between three and five in each case. In all probability the gain made during the year is even greater, as 1955 figures still included numerous areas where no report was given because very few sets were owned. There still are one or two small companies in Nevada where no sets are owned or sold. Although the Montana saturation figure is low at 16.9 percent, it must be remembered that reports are primarily from rural areas.

Average investment per western home for TV sets stands at \$145.40, and already some percentage of the sets sold represent replacements. Some 5,151,166 homes of the West now own TV sets, while 1,935,966 remain to be sold in the area.

Hawaii sold 12,085 sets in 1955, an increase of 15.9 percent over 1955 business. Total dollar volume was about \$2,417,000. Saturation rose from 58 percent last year to 70.8 in 1956. Investment per home stands at \$141.60 and average expenditure per home was \$22.50. There was little replacement selling. Alaska, which last year had only a 4.4 percent saturation, now reports TV sets in 33.2 percent of its homes. From token sales in 1955, the total in 1956 reached 1,742 in the territories reporting. Purchases were made by 9.62 percent of the customers and average expenditure per home was \$19.24. Although British Columbia business was off by 39.7 percent from its phenomenal 1955 figure, it still averaged higher than the States to the south in individual purchases. About 14.79 percent of customers bought sets and the expenditure per home averaged \$29.58. Total sales amounted to about \$9,144,400 in terms of U. S. prices, or a total of 45,772 TV sets.

TV easily remains at the top of the list in terms of its importance in dealer sales, accounting for 20.35 percent of the total. This proportion is slightly greater in Idaho, New Mexico and Alaska, and is lower in southern Nevada. In British Columbia alone, TV sets made up 31.49 percent of the total in the area.

Prosperity Ahead

No definite estimates of business for the coming year have been made as yet, but there is a general feeling that prosperity is to continue. There seem to be no signs of an abatement in the migration toward the West, which in itself will insure a continuance of the home building program, providing a market for all appliances. Increasing emphasis on industry which now ably supports agriculture and mining as a source of revenue, adds stability to the picture. Better than average incomes still prevail on the Coast and savings are high.

Good Times Ahead

There are many factors which could pare this prospect downward, most of them national or international in character, affecting the country as a whole. How much tighter credit will affect installment buying it is difficult to predict. But short of a major cataclysm in international affairs, it would appear that there is a prolonged period of good times ahead for all appliances.

End

Electrical Appliance Market Data by Regions *(Continued)*

MOUNTAIN

	No. of Customers (Domestic)			1956 SALES OF ELECTRICAL APPLIANCES (UNITS)										
	Dec. 31, 1956 (Estimated)	Dec. 31, 1955 (Actual)	Average KW-Hour Consumption	Refrig-erators	Ranges	Water Heaters	Freezers	Room Air Condit.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dish-washers
ARIZONA														
Arizona Public Service Co.	122,000	114,306	2,950	11,000	2,000	900	2,500	5,000	8,500	4,000	750	1,500	......	750
Mesa Municipal Dept.	4,400	4,034	2,700	400	50	10	150	200	200	50	100	50	175	200
Tucson Gas, Electric Light & Power Co.	54,288	50,322	2,460	2,600	950	250	550	300	2,850	950	125	150	1,000	300
Sulphur Springs Valley Electric Coop., Inc.	4,000	4,400	1,600	......	......	......	......	......	......	......	......	......	......	......
Salt River Power District	47,000	43,492	3,650	2,500	900	200	1,200	1,500	2,000	300	50	150	1,000	300
COLORADO														
Colorado Springs Dept. of Public Utilities	29,500	25,840	2,300	......	......	......	......	......	......	......	......	......	......	......
Loveland Electrical Dept.	3,500	3,309	1,950	100	25	25	15	10	25	......	10	10	30	10
Southeast Colorado Power Ass'n.	5,000	5,000	2,000	......	......	......	......	......	......	......	......	......	......	......
Yampa Valley Electric Ass'n., Inc.	2,375	2,321	2,700	100	50	50	100	......	75	25	10	100	60	25
Public Service Co. of Colorado	249,137	236,612	2,220	27,000	12,200	4,000	6,000	4,000	29,000	8,000	1,000	12,600	......	2,000
Powder Valley REA, Inc.	3,760	3,598	4,560	......	......	......	......	......	......	......	......	......	......	......
Trinidad Municipal Power	3,300	3,240	2,330	......	......	......	......	......	......	......	......	......	......	......
Home Light & Power Co.	11,500	10,916	3,835	......	......	......	......	......	......	......	......	......	......	......
Union Rural Electric Assn., Inc.	3,900	3,700	4,080	60	30	30	40	10	30	50	20	20	50	10
Mountain View Electric Assn., Inc.	3,550	3,493	6,144	12	35	......	30	......	20	......	3	30	6	1
Fort Collins Light & Power Dept.	6,890	6,320	1,320	700	400	150	300	300	300	500	100	400	800	200
Colorado Central Power Co.	23,000	20,902	2,400	350	300	85	150	50	450	200	......	250	......	......
Lamar Light & Power	2,465	2,454	2,400	65	40	27	40	32	60	10	15	30	200	5
IDAHO														
Idaho Power Co.	105,000	104,468	6,500	8,000	8,000	7,500	4,500	400	8,400	1,000	500	3,500	2,000	500
City of Weisir	1,750	1,688	6,036	......	......	......	......	......	......	......	......	......	......	......
Northern Lights, Inc.	3,025	2,904	4,500	75	125	75	100	0	75	10	0	75	25	10
Clearwater Power Co.	4,020	3,960	7,200	100	200	300	200	50	150	25	5	250	500	10
City of Burley	1,960	1,947	5,800	......	......	......	......	......	......	......	......	......	......	......
MONTANA														
Hill County Electric Coop., Inc.	1,950	1,915	7,500	......	......	......	......	......	......	......	......	......	......	......
Marias River Electric Coop.	2,070	2,005	4,053	......	......	......	......	......	......	......	......	......	......	......
Vigilante Electric Coop., Inc.	975	943	5,640	44	95	12	......	24	44	15	24	95	......	24
Montana Power Co.	120,800	117,332	3,450	8,400	8,300	2,000	2,650	450	12,000	......	350	10,000	4,200	......
Beartooth Electric Coop., Inc.	1,800	1,764	4,200	......	......	......	......	......	......	......	......	......	......	......
Fergus Electric Coop., Inc.	2,690	2,645	7,200	531	145	396	319	0	50	275	20	50	600	10
Sheridan County Electric Coop., Inc.	1,970	1,910	3,000	150	80	75	50	100	100	20	30	80	30	30
Yellowstone Valley Electric Coop., Inc.	2,418(LY)	2,418	5,340	......	......	......	......	......	......	......	......	......	......	......
NEVADA														
Caliente Public Utilities	305	305	9,000	20	20	20	5	10	40	......	10	10	50	5
Ely Light & Power Co.	1,800	1,695	1,680	......	......	......	......	......	......	......	......	......	......	......
Sierra Pacific Power Co.	28,720	27,540	4,500	3,000	1,545	1,022	410	......	......	......	......	......	......	......
Truckee-Carson Irrigation District	1,490	1,419	5,420	......	......	......	......	......	......	......	......	......	......	......
Southern Nevada Power Co.	23,000	21,765	10,000	625	450	500	30	425	650	10	350	150	450	450
Elko Lamoille Power Co.	2,100	2,026	2,400	......	......	......	......	......	......	......	......	......	......	......
Mineral County Power System	1,150	1,178	3,000	......	......	......	......	......	......	......	......	......	......	......
NEW MEXICO														
Public Service Co. of New Mexico	72,197	68,338	2,100	5,800	2,100	350	2,200	......	5,500	1,500	900	1,000	......	375
Roosevelt County Electric Coop.	1,812	1,822	4,260	300	76	70	170	25	320	125	4	65	125	10
Otero County Electric Coop., Inc.	1,800	1,500	2,220	100	50	50	100	......	25	50	10	50	20	10
Southwestern Public Service Co.[1]	31,912	30,685	......	3,135	1,237	346	1,127	495	3,245	1,210	203	880	......	144
New Mexico Electric Service	8,456	7,862	2,417	700	210	10	520	200	800	220	25	100	800	43
Jemez Mountains Electric Coop., Inc.	5,900	5,596	1,620	......	......	......	......	......	......	......	......	......	......	......
Basin Light & Power Co.	5,000	4,457	2,050	......	......	......	......	......	......	......	......	......	......	......
Raton Public Service Co.	2,455	2,450	3,300	......	40	80	......	......	......	......	......	......	......	......
UTAH														
Heber Light & Power Plant	1,310(LY)	1,310	6,200	......	......	......	......	......	......	......	......	......	......	......
Helper City Light & Power	1,045	1,025	6,000	20	25	20	10	10	25	5	10	15	15	10
Southern Utah Power Co.	3,780	3,731	4,400	......	......	......	......	......	......	......	......	......	......	......
Telluride Power Co.	7,452	7,596	4,200	250	350	300	150	......	300	100	50	100	......	......
Bountiful City Electric Light & Power	3,566	3,166	3,641	......	......	......	......	......	......	......	......	......	......	......
Utah Power & Light Co.	178,886[2]	174,778[2]	3,867[2]	12,400	10,700	4,000	4,800	500	15,000	4,500	2,500	7,000	18,000	1,500
Provo City Power, Dept. of Utilities	7,687	7,702	2,947	631	529	84	154	39	870	165	258	395	572	63
Payson Municipal System	1,250	1,200	2,700	25	10	3	6	13	20	70	3	15	25	5
St. George City Utility Commission	1,400	1,350	5,000	......	......	......	......	......	......	......	......	......	......	......
Uintah Power & Light Co.	1,027	1,055	6,000	50	25	30	15	20	50	30	5	15	20	6
WYOMING														
Lower Valley Power & Light, Inc.	3,100	2,850	4,080	30	20	20	20	......	15	10	10	15	15	10
Powell Municipal Distributing Lines	1,260	1,208	1,584	48	12	......	18	2	62	25	......	23	41	2
Rawlins Electric Co.	2,476	2,452	1,691	90	90	5	18	3	108	50	10	72	......	10
Cheyenne Light, Fuel & Power Co.	13,585	13,045	3,430	500	400	50	400	175	1,000	750	75	700	400	100
Montana-Dakota Utilities Co.	5,329	5,319	2,327	320	290	28	120	28	160	30	8	90	90	15

[1] New Mexico Area Only. LY 1955 FIGURES. [2] As of 10-1-56.

			PRESENT SATURATION (PERCENT)														REPORTING UTILITY PLANS ON MERCHANDISING		
Food Waste Disposers	Radio	Television	Refrigerators	Ranges	Water Heaters	Freezers	Room Air Condit.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dishwashers	Food Waste Disposers	Radio	Television	No. Dealers Serving Territory	Did Co. Merchandise in 1956	Plan to in 1957
750	9,000	13,000	93	18	12	15	8	50	45	12	3	.....	12	12	98	77	450	No	No
100	300	400	90	10	5	20	20	70	25	20	15	60	30	30	100	75	40	No	No
200	2,850	5,000	90	7	3	3	3	.....	.....	.....	.....	.....	.....	.....	98	65	60	No	No
.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	11	No	No
300	3,600	4,000	98.5	21	12	22	7	50	35	10	5	70	8	8	98	90	200	No	No
.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	50	No	No
25	60	75	100	60	40	20	2	60	40	5	5	100	5	5	100	60	7	No	No
.....	.....	.....	90	15	11	50	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	12	Yes	Yes
25	200	50	98	40	20	25	.....	15	35	1	15	85	1	1	99	2	15	No	No
6,000	.....	30,000	94	15	9	18	5	.....	.....	11	14	72	7	7	95	76	475	Yes	Yes
.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	100	No	No
.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	12	No	No
.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	No	No
10	100	50	80	30	30	20	1	10	88	10	3	60	2	2	100	40	30	No	No
.....	6	50	97	26	40	27	1	10	23	2	2	60	.....	.....	96	30	3	No	No
200	500	600	70	25	10	15	5	20	80	10	15	70	10	5	80	60	25	No	No
.....	.....	.....	98	29	10.5	12	.....	.....	.....	.....	8	.....	.....	.....	.....	.....	.....	No	No
15	234	100	97	30	15	35	10	30	50	10	10	75	5	3	97	12	15	No	No
500	5,000	22,000	98	82	79	32	3	37	58	22	28	95	5	3	99	55	600	Yes[1]	Yes[1]
.....	.....	300	80	75	60	35	.....	50	80	.....	.....	75	30	.....	.....	70	4	No	No
6	50	75	95	45	35	50	0	20	65	0	20	20	.5	.3	95	30	40	No	No
10	500	300	90	80	80	25	5	30	70	5	35	75	5	5	100	90*	150	No	No
.....	.....	.....	97.9	87.1	86.6	27.9	.....	← 92.8 →		14.3	13.4	.....	.....	.....	98.3	42.5	20	No	No
.....	.....	.....	99	80	50	70	2	40	95	5	60	85	10	5	100	5	50	No	No
.....	.....	.....	95	20	20	20	5	10	90	9	10	95	5	5	95	10	25	No	No
30	32	97	63	52	43	21	1	10	64	11	14	51	9	4	78	10	25	No	No
.....	12,500	16,500	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	540	No	No
.....	.....	.....	70	50	40	30	.....	10	80	10	10	100	.....	.....	100+	30	50	No	No
10	450	50	100+	80	73	85	.01	15	95	18	16	90	5	5	100	15	80	No	No
60	60	300	85	20	40	15	10	25	75	20	40	85	15	10	95	30	11	No	No
.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	30	No	No
5	50	0	90	90	90	25	1	90	.....	5	5	75	1	.....	75	0	2	No	No
.....	.....	0	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	0	18	No	No
.....	.....	.....	92	55	47	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	97	No	No
.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	11	No	No
500	375	600	95	80	75	20	15	60	40	10	10	90	20	40	95	75	16	No	No
.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	8(LY)	No	No
.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	8(LY)	No	No
400	.....	11,500	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	85	No	No
10	50	275	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	14	No	No
.....	20	100	85	20	30	40	.....	50	60	1	3	60	1	.....	90	10	15	No	No
100	.....	6,105	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	60	No	No
50	2,000	1,700	95	20	3	28	6	35	25	5	8	68	10	10	99	45	33	No	No
.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	30(LY)	No	No
.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	11(LY)	No	No
.....	.....	250	.....	48	47	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	25	10	No	No
.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	15	No	No
10	10	20	98	60	40	10	5	50	80	20	10	90	10	10	100	90	6	No	.....
.....	.....	.....	90	75	71	10	.....	30	60	5	1	65	.....	.....	90	2	20	No	No
.....	.....	.....	92	73	55	20	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	30	No	No
.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	12	No	No
2,500	15,000	18,000	91	51	30	16	.....	35	58	10	14	85	3	3	99	80	700	No	No
93	1,128	1,047	96	84	16	33	15	44	60	.....	13	97	4	8	99	88	17	No	No
10	20	25	80	60	10	20	10	10	70	2	12	70	3	2	80	60	4	No	No
.....	.....	.....	95	90	75	40	3	50	95	25	10	95	3	3	90	30	12	No	No
1	15	10	99	60	50	20	10	30	70	5	20	85	2	1	99	1	12	No	No
10	15	100	84	61	63	35	.....	28	69	8	12	84	9	6	100	30	5	No	No
6	48	15	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	12	No	No
5	.....	.....	60	40	90	20	2	40	60	5	20	90	5	2	90	40	15	Yes	Yes
100	1,500	1,200	95	35	1	22	2	50	40	30	40	92	4	2	98	75	25	Yes	Yes
20	140	350	98	50	1	15	1	40	60	5	15	80	2	2	100	8	24	Yes	Yes

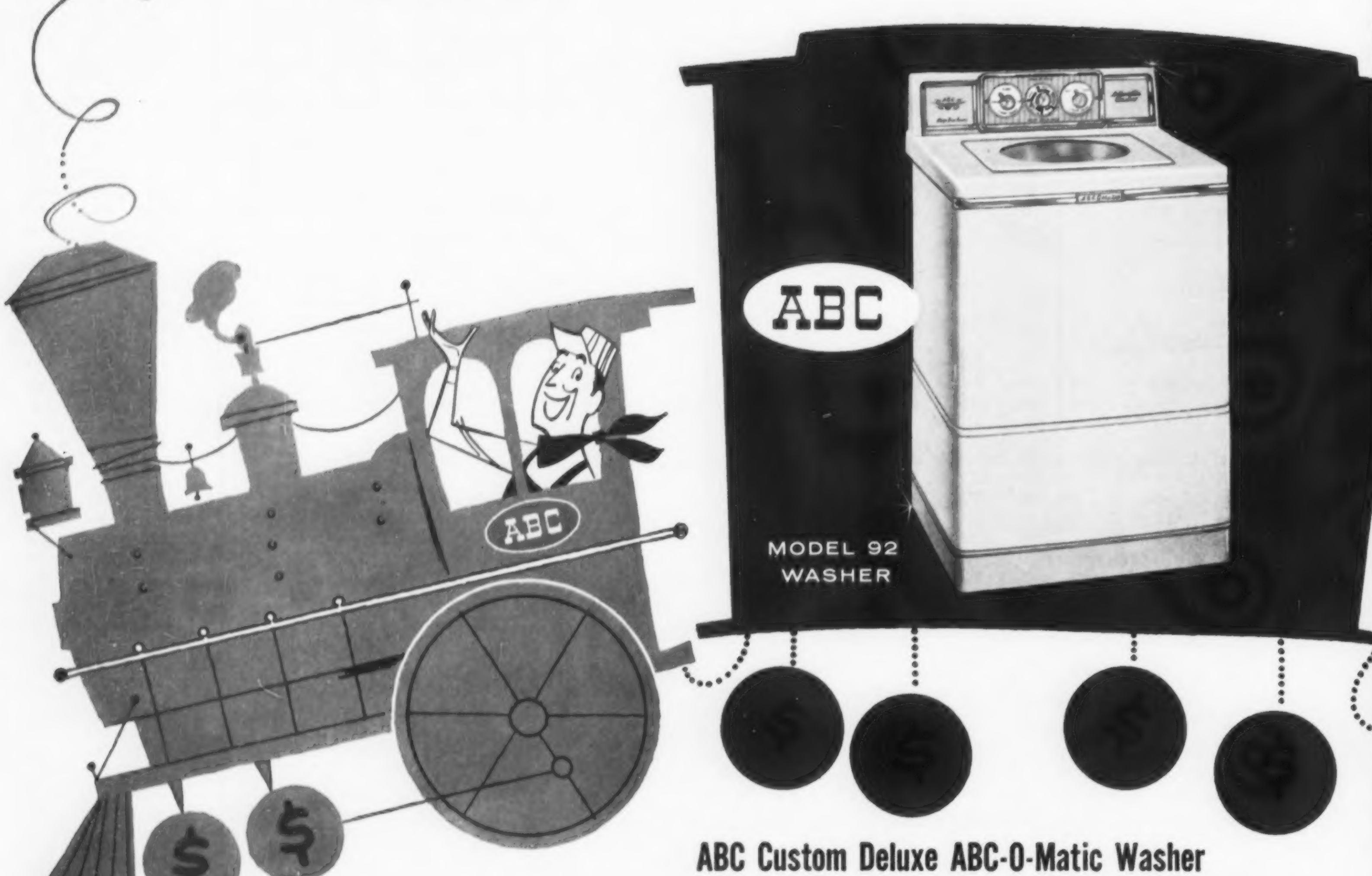
* In TV Areas

[1] Limited.

ADDITIONAL CHARTS ON PAGES 272, 273

THEY'RE BUYING

FOR A CARLOAD



ABC Custom Deluxe ABC-O-Matic Washer

featuring new Two-Speed, Two-Cycle Washing with choice of 3 wash water temperatures

- CENTRA-FLEX WASHING ACTION
- SHAMPOO PRE-WASHING ACTION
- TRUE OVERFLOW RINSE
- SPIN-AIRE DAMP DRYING
- GEARLESS TRANSMISSION

SEE YOUR ABC DISTRIBUTOR

SWITCH TO THE PROFIT TRACK

Electrical Appliance Market Data by Regions *(Continued)*

PACIFIC

	No. of Customers (Domestic) Dec. 31, 1956 (Estimated)	Dec. 31, 1955 (Actual)	Average KW-Hour Consumption	1956 SALES OF ELECTRICAL APPLIANCES (UNITS) Refrigerators	Ranges	Water Heaters	Freezers	Room Air Condit.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dish-washers
CALIFORNIA														
Alameda Bureau of Electricity	13,650	13,451	2,200	450	220	5	50	.....	350	100	100	140	250	35
Pasadena Light & Power Dept	41,224	40,876	2,248	.....	680	63	.....	.....	.....	.....	.....	.....	.....	.....
Modesto Irrigation District	21,800	20,919	3,500	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Pacific Gas & Electric Co	1,426,000	1,369,360	2,756	90,000	45,000	9,600	18,000	7,000	← 124,000 →		.....	50,000	.....	21,000
San Diego Gas & Electric Co	219,962	209,003	2,674	19,000	5,000	3,750	5,500	2,750	21,000	6,000	750	2,500	19,000	2,000
Burbank Public Service Dept	30,525	30,300	2,330	250	200	20	15	300	325	75	.....	175	.....	30
California Electric Power Co	71,000	66,610	2,400	2,600	650	400	200	2,000	3,500	1,000	50	500	.....	.....
Turlock Irrigation District	16,422	15,974	4,285	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
City of Riverside, Public Utilities	22,767	20,026	2,304	.....	1,221	27	.....	.....	.....	.....	.....	.....	.....	.....
City of L.A. Dept. of Water & Power	702,000	679,000	2,150	46,600	6,600	1,700	3,800	3,400	33,300	3,400	.....	7,700	.....	.....
Southern California Edison Co	1,178,000	1,111,570	2,173	106,000	19,500	4,500	29,000	10,000	155,000	17,000	1,200	20,000	90,000	18,000
California-Pacific Utilities Co	23,109	22,066	5,600	1,042	1,005	695	552	150	1,500	850	420	760	2,100	260
Imperial Irrigation District	21,700	21,257	5,600	1,800	400	200	220	2,500	1,500	700	50	100	.....	.....
Glendale Public Service Dept	41,100	40,393	1,900	.....	600	.....	.....	.....	.....	.....	.....	.....	.....	.....
Palo Alto Municipal Elec. Utility	13,368	12,697	2,600	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Sacramento Municipal Utility District	111,000	104,575	3,000	10,892	6,359	1,357	2,111	2,900	12,175	1,791	.....	7,980	.....	2,208
Anaheim Light & Power Dept	13,171	8,113	1,200	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
OREGON														
Lane County Electric Coop., Inc	4,715	4,709	9,060	150	100	150	20	.....	70	50	20	100	40	10
The California-Oregon Power Co	72,000	69,510	8,350	3,500	3,400	3,400	2,500	.....	4,300	700	.....	3,600	.....	700
Eugene Water & Electric Board	22,000	21,396	9,000	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Tillamook P. U. D	2,230	2,170	16,200	80	50	100	30	.....	110	25	10	110	75	10
Pacific Power & Light Co.[1]	206,592	203,034	6,489	25,173	26,400	12,470	11,861	1,699	36,246	8,790	1,378	25,922	.....	2,468
Central Lincoln P. U. D	9,500	9,107	9,576	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Portland General Electric Co	209,250	203,742	8,050	17,500	17,000	12,000	8,300	50	19,500	3,000	1,450	16,500	.....	12,500
WASHINGTON														
Benton Rural Electric Assn	3,100	2,970	9,600	60	85	85	100	20	80	30	10	70	60	10
Clark County P. U. D. No. 1	27,850	27,362	9,000	1,500	1,500	1,500	500	50	1,000	200	200	1,000	700	150
Franklin County P. U. D	5,400	5,160	9,000	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Lewis County P. U. D. No. 1	10,525	10,494	7,400	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Okanogan County P. U. D. No. 1	6,800	6,576	7,200	500	100	60	50	50	50	150	100	100	200	5
Washington Water Power Co	122,789	117,497	7,900	10,000	9,500	9,000	5,000	250	9,700	3,500	500	9,000	9,200	1,250
Grays Harbor P. U. D. No. 1	17,429	17,088	7,800	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Port Angeles City Light	4,720	4,650	8,543	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Pacific County P. U. D. No. 2	6,131	5,816	9,482	150	190	235	65	0	400	80	50	300	100	50
Snohomish County P. U. D. No. 1	49,850	47,219	8,020	3,000	3,000	3,000	800	10	1,800	400	200	1,000	2,500	1,500
Inland Power & Light Co	5,426	5,311	10,320	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Tacoma City Light	53,060	52,612	9,120	5,908	7,920	2,970	1,485	.....	2,672	1,298	.....	4,659	.....	.....
Mason Co. P. U. D. No. 3	5,300	5,000	7,200	100	100	100	.....	.....	50	.....	.....	50	.....	10
Puget Sound Power & Light Co	173,000	168,705	7,100	4,000	5,500	2,900	1,700	.....	← 4,150 →		15	2,800	.....	1,150
Chelan County P. U. D. No. 1	13,900	13,723	.....	743	797	819	301	26	841	138	14	365	273	114
Seattle City Light	197,700	195,876	8,040	.....	15,000	12,000	5,000	.....	20,000	.....	.....	13,000	.....	.....
Cowlitz County P. U. D. No. 1	20,000	19,610	12,000	1,260	1,550	1,550	630	20	1,650	90	70	1,825	575	105
Grant County P. U. D. No. 2	11,200	10,525	13,200	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
ALASKA														
City of Anchorage Municipal Light & Power	6,170	5,934	2,940	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Fairbanks Municipal Utilities	5,500	5,400	2,450	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Matanuska Electric Assn	1,350	1,230	5,040	100	50	100	50	.....	100	20	5	50	50	30
Ketchikan Public Utilities	2,700	2,625	5,800	90	90	75	40	.....	60	30	5	60	80	5
Alaska Electric Light & Power Co	2,390	.....	3,750	125	150	50	50	0	60	10	0	60	75	40
BRITISH COLUMBIA														
British Columbia Power Comm	55,000	51,000	3,700	.....	2,700	2,700	.....	.....	.....	.....	.....	.....	.....	.....
British Columbia Electric Co., Ltd.														
Victoria Division	41,890	40,272	3,670	3,465	2,040	470	785	.....	1,080	1,530	40	365	2,245	80
Vancouver Division	212,250	202,880	4,200	15,492	10,407	8,142	1,529	.....	5,495	3,365	207	4,219	.....	688
HAWAII														
Hawaiian Electric Co., Ltd	82,900	79,348	4,000	8,500	4,500	5,000	2,300	150	8,000	2,000	200	1,000	.....	750
Lahaina Light & Power Co., Ltd.	1,325	1,333	3,158	50	40	30	10	5	25	35	2	2	10	5
Maui Electric Co., Ltd.[3]	8,660	8,624	3,080	413	323	239	117	19	534	310	7	37	112	37
Hilo Electric Light Co	14,535	12,955	2,560	500	450	350	150	.....	250	200	.....	75	150	70

[1] Sales figures include some areas served in Wyoming—Wyoming territory is not included in saturation estimates.
[2] Saturation estimates as of 8-56.
[3] Service is provided to fringe area outside 9 cities.
[4] White goods dealers only.

			PRESENT SATURATION (PERCENT)														REPORTING UTILITY PLANS ON MERCHANDISING		
Food Waste Disposers	Radio	Television	Refrigerators	Ranges	Water Heaters	Freezers	Room Air Condit.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dishwashers	Food Waste Disposers	Radio	Television	No. Dealers Serving Territory	Did Co. Merchandise in 1956	Plan to in 1957
50	400	400	96	34	2	6	.....	45	45	10	12	96	1	1	100	92	8	No	No
.....	.....	.....	.....	16	4	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	26	No	No
.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	40	No	No
20,700	117,000	160,000	85.9	18.8	9.4	13.8	1.6	← 83 →		.....	8.5	.....	5	3.1	98.3	68	2,348	No	No
9,500	46,000	45,000	.....	15	12	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	350	No	No
175	300	800	90	24	2.7	6	10	31	54	8	8	85	4	19	85	83	20	No	No
.....	.....	.....	85	30	18	8	10	55	35	5	10	.....	.....	.....	.....	.....	100	Yes	Yes
.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	23	Yes	Yes
.....	.....	.....	80	43	4	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	30	No	No
.....	.....	102,000	88.5	11.3	5.7	15	1.8	69.3	20.6	9.6	4.5	98.1	.....	41.4	100+	83.7	500	No	No
93,000	130,000	140,000	83	12	3.5	16	4	90	10	10	5	70	6	36	98	86	709[4]	No	No
190	.....	.....	95	65.8	66.7	20.6	9	45	55	27	11.6	98	7	6	100	40	97	No	No
.....	.....	.....	95	34	16	10	50	55	40	8	6	90	10	8	90	60	60	No	No
.....	.....	.....	65	25	2.5	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	60	No	No
.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	No	No
2,577	.....	18,685	99	22.8	7.1	20.1	7.6	55.5	31.8	.....	14.6	83.1	6.8	.....	.....	77.2	158	No	No
.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	17	No	No
10	100	200	95	80	95	10	.....	20	80	10	25	100	10	5	100	80	16	No	No
260	.....	8,000	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	175	No	No
.....	.....	.....	60	90	75	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	No	No
10	75	150	100	90	90	21	.....	22	75	10	30	35	4	1	90	60	16	No	No
833	30,671	38,552	95	78	73	17	5	56	38	10	24	80	3	1	98	70	762	No	No
.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	55	No	No
1,250	.....	.....	97	81.5	75.5	25	.....	52	45	7.5	31	.....	9	.....	.....	.....	350	No	No
5	75	200	90	62	72	20	.....	20	70	5	20	40	5	5	95	20	60[3]	No	No
100	1,500	2,000	94	83	80	20	.....	34	55	13	20	85	4	2	99	77	35	No	No
.....	.....	.....	99	95	80	20	10	35	45	15	20	80	8	5	100+	70	15	No	No
.....	.....	.....	.....	63	61	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	25	No	No
10	200	300	90	90	90	40	5	10	80	5	5	70	5	5	90	30	30	No	No
500	15,000	16,500	95	89	89	28	5	52	96	18	31	91	16	12	98	76	460	No	No
.....	.....	.....	.....	75	80	.....	.....	.....	.....	.....	50	.....	.....	.....	.....	.....	40	No	No
.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	16(LY)	No	No
35	200	150	68	55	54	19	0	62	38	11	15	61	3	.....	75	15	15	No	No
500	3,000	4,000	85	77	70	4	0	30	60	5	10	80	8	2	100	50	175	No	No
.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	No	No
.....	.....	8,250	98.4	86.7	80.2	16.2	.....	28.6	71.4	.....	42.4	97.8	14.2	5	.....	68.7	138	No	No
.....	43	50	73	71	75	15	.....	20	.....	.....	20	.....	3	.....	84	75	6	No	Yes
250	.....	2,200	96	79	75	21	.....	← 88 →		13	24	.....	5	1	.....	66	300	No	No
79	682	1,265	95	81	80	17	3	35	63	10	15	80	3	2	100+	55	33	No	No
.....	.....	18,000	98	90	73	18	.....	40	.....	.....	18	.....	.....	.....	.....	70	300	No	No
75	2,200	6,300	95	90	90	15	3	34	51	8	45	90	15	3	220	80	30	No	No
.....	.....	.....	98.5	90	82.7	26.8	1.7	50.8	38.3	11.5	31.4	72.6	6	3.6	100+	50.2	20	No	No
.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	20	No	No
.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	20	No	No
20	400	100	98	60	70	25	.....	10	88	10	20	10	5	1	100+	50	4	No	No
10	200	20	65	45	30	5	.....	2	98	2	2	75	1	1	92	10	5	No	No
30	200	500	100	80	35	10	0	20	80	2	10	100	10	5	100	50	11	Yes	Yes
.....	.....	.....	.....	27	27.6	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	250	No	No
30	2,010	6,075	79.2	44	15.7	7.7	.....	12.3	77.5	3.7	2.7	.....	.8	.4	.....	58.8	148	No	No
122	9,575	31,633	83.8	46	34.3	5.2	.....	13	71.2	4.4	5	.....	1.2	.5	100+	69.5	271	No	No
1,000	.....	10,000	95	45	45	12	2	50	35	2	5	50	5	5	98	75	185	No	No
5	90	75	98	90	80	10	1	35	60	1	1	10	15	2	98	30	.....	No	No
37	429	1,109	95	57	41	17	1	22	57	3	9	32	3	2	90	56	16	Yes	Yes
70	300	900	95	50	40	15	.....	60	25	.....	10	60	10	8	95	60	34	No	No

(LY) LAST YEAR'S FIGURE.

Canada's Appliance Boom;

- **Dryers, ranges and water heaters set new records in 1956**
- **Washer, refrigerator and radio sales beat 1955 levels**
- **Continuing gains expected in 1957**

By KENNETH C. BLANCHARD

ANY way you look at it, the Canadian appliance industry seems headed for another record year in 1957. An expanding population, rising incomes and increased productivity will undoubtedly mean further advances in the national economy, which will result in more dollars being spent for appliances.

Washer sales in 1957 are expected to jump eight percent over the 300,000 unit volume of 1955, dryers will be up 37 percent, refrigerators 13 percent. These are just some of the estimates by the Dominion Bureau of Statistics that tend to substantiate the fact that the Canadian appliance industry is almost assured of a prosperous year in 1957.

To illustrate the extent to which the Canadian appliance market has grown, here are some of the highlights of the performance of six major appliances, plus radio and TV in 1956, based on the Dominion Bureau of Statistics latest authentic figures.

Television—In the four years since a technician pulled the switch to send the first Canadian Broadcasting Corporation telecast on the air, Canada's TV growth has been fast and fabulous. Nearly 90 percent of the population now live within range of at least one of Canada's 35 TV stations.

After four consecutive years of sales increases, when each succeeding year doubled or even tripled the previous one, TV sales now seem to have reached their pinnacle. The 700,000 unit volume of 1956, although actually representing a 9.6 percent decline compared to the record high 764,956 unit sales in 1955, means that sets are still selling at a rate (ratio of sales to total homes) that even the United States, in its record year of 1955, could not match.

Well over half of Canada's 3,872,000 homes now have TV. The Dominion Bureau of Statistics estimates of July 1955 place the figure at roughly 2,000,000; 110,000 in the Maritimes; 580,00 in Quebec; 950,000 in Ontario; 200,000 on the Prairies; and 160,000 in British Columbia. Most manufacturers feel there will be 2,500,000 TV homes in Canada by the end of 1956, making it the third largest viewing nation in the world.

Average monthly sales of TV during the years 1952 through 1955 indicate the industry experiences extremely heavy sales in the final four months of the year, with almost 59 percent of the business handled during these last four months. The high month was November, with 15.5 percent, followed by October with 15.4 percent and December with 15 percent, and a low of 3.4 percent in June.

Radio. Radio sales, after dropping to a post-war low of 487,200 units in 1954, made an encouraging recovery in 1955, and continued their upward climb in 1956, with sales of 676,100 units. Despite this comparatively good year, however, it is still considerable short of the post-war high of 836,400 units sold in 1947.

While all categories of radio (home, portable, clock, combinations) registered gains in 1956, the biggest increases were shown by home sets (including clock radios) with combined sales of 400,000 units, compared to 1955 sales of 337,347 units, a gain of 18.6 percent. Portable sets (including auto radios) had a modest gain of 1.1 percent with sales of 240,000 units during 1956. Combinations, after showing declining sales for five straight years, registered a 2.2 percent gain, with sales of 36,100, compared to the 35,238 units sold in 1955.

Geographically, Ontario, with 54 percent of the total sales, far outdistances the other Canadian Provinces in its share of the radio market. Quebec ranked a poor second with 18 percent, followed by Alberta with 6.6 percent, British Columbia (6.5), Atlantic Provinces (5.9), Manitoba (5.4), and Saskatchewan (3.6).

DBS estimates as of September 1955 place radio at the top of the list among the electrical products owned by Canadian families, with 95.9 percent of Canada's 3,872,000 homes having one or more sets.

Home Laundry. Laundry equipment (washers, ironers, dryers) had a very impressive year in 1956, both in units and dollars Total estimated sales of 350,000 units in 1956 represent an all-time high, and an increase of 9.9 percent over 1955, when sales amounted to 318,500 units. Total retail dollar volume was estimated at \$70-million in 1956, compared to the 1955 total of \$63-million, a gain of 11.1 percent.

Washers. A total of 300,000 washers were sold in 1956 (60,000 automatics, 240,000 wringers), compared with 274,600 in 1955, an increase of 9.3 percent.

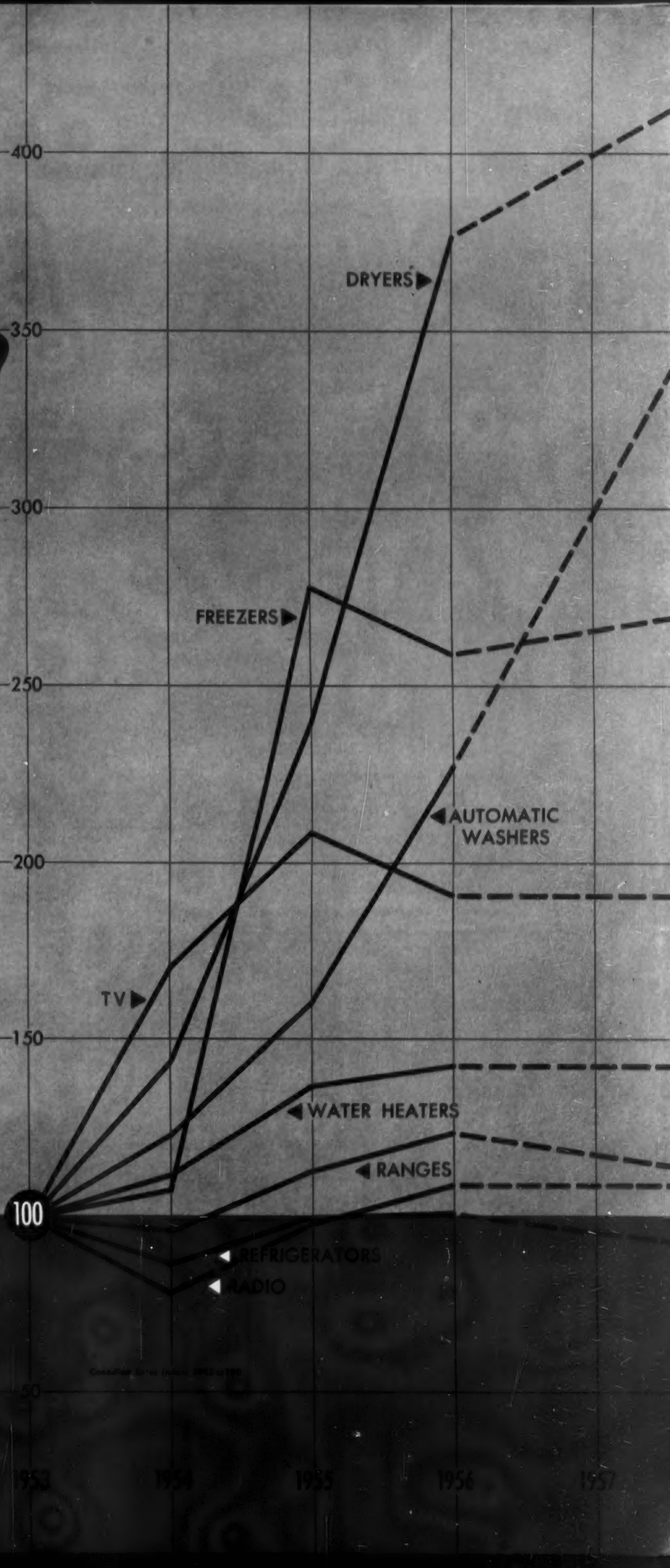
Unlike the United States, where the automatic washer outsells the conventional wringer or spinner type by a three to one ratio, there is still a surprisingly big demand for wringer washers in Canada. Although automatic washers have been steadily increasing their share of the Canadian market, they are still being outsold four to one by the conventional models. Automatics are not expected to equal wringer sales before 1961, and it will probably be 1963 before they show a substantial margin.

Automatic and conventional washer sales in Canada follow a fairly consistent monthly pattern, with no period of the year really outstanding. Although the spring and fall months do account for a slightly larger share of the sales, washers probably have the most evenly distributed year round sales of any of the appliances.

According to DBS estimates, the washer business in Canada should remain healthy for some time to come. This will be due for the most part to replacement sales. With four out of every five homes in Canada already owning a washer, sales to new owners will account for only one in every three sales (approximately 100,000 units a year) during the years 1957 through 1961. Replacement sales during this period are estimated as follows: 1957, 224,000; 1958, 239,000; 1959, 200,000; 1960, 154,000; and 1961, 177,000.

Dryers. The 50,000 clothes dryers sold in Canada during 1956 may seem like an insignificant sum in comparison with 1.7-million U. S. sales, but according to the Dominion Bureau of Statistics, may well be the beginning of a period of rapid growth. Actually the year 1956 in itself was a banner year, registering a 36 percent gain over 1955 sales of 36,700 units and more than doubling the 22,000 sales of 1954.

How Long Will it Last?



A month-by-month sales picture covering the years 1953-1955 shows that dryers enjoyed peck demand during the last quarter of the year, with almost 43 percent of the total sales occurring during this period. The individual high was registered by December with 15.7 percent of the sales, while a low of 3.6 percent was recorded by July.

Geographically, the sales pattern seems to be approximately the same for dryers as for the other appliances. Ontario is at the top of the list, with 50.6 percent of the sales, followed by Quebec with 17.2 percent, British Columbia (10.9), Alberta (8.4), Manitoba (5.9), Atlantic Provinces (3.8) and Saskatchewan (3.2).

Freezers. The profound optimism that was so evident among freezer manufacturers after the record-high sales of 1955, lost some of its lustre in 1956, with sales plummeting almost six and a half percent. Freezer sales in 1956 amounted to 20,000 units, compared to sales of 21,380 units in 1955. Although the 1955 unit volume wasn't astronomical in proportion to the other appliances, it did represent a whopping 156.4 percent gain over 1954 sales of 8,340 units.

With only one out of every 20 households in Canada owning a freezer, the manufacturers are enthusiastically looking ahead to substantial gains in 1957.

Refrigerators. The sale of 280,000 refrigerators in 1956 did not approach the record volume of 346,000 units sold in the Korean war scare year of 1950, but was good enough to register a 1.4 percent gain over the 276,000 sales of 1955.

According to the Dominion Bureau of Statistics, Canadian refrigerator saturation—which now stands at 76 percent—will equal the United States (94 percent) in about six years. This will result in a high level of sales to new owners. On the other hand, the average life of refrigerators, usually estimated at 10 to 15 years, will tend to keep replacement sales low. Sales during the next six years, therefore, may not go much above the level reached in 1956, but will undoubtedly have a fairly substantial increase when the refrigerators sold in the post-war period become obso-

(Continued on page 276)

Canada's Appliance Boom

CONTINUED FROM PAGE 275

lete. The curve might turn upward earlier than expected, however, as manufacturers create "dynamic obsolescence" with wall refrigerator-freezers, refrigerator-freezer combinations, etc.

The average monthly sales of refrigerators during the years 1952-1955 indicate they experience their heaviest sales in the spring and early summer months, and drop off sharply during the remainder of the year. The best single month was June, with 13.3 percent, while November and December were the lowest months, with 4.7 and 4.8 percent respectively.

In 1955, as in previous years, Ontario provided the biggest portion of refrigerator sales, with 45.3 percent of the total. Quebec ranked second with 26 percent, followed by British Columbia with 7.6 percent, Atlantic Provinces (6.1), Manitoba (5.5), Alberta (5.1), and Saskatchewan with (3.3). The remaining 1.1 percent was exported.

Water Heaters. For the fourth straight year, electric water heaters have shown increased sales over the previous year, and each succeeding year has seen new record high sales. In 1956 a total of 51,500 electric water heaters were sold, compared to 49,390 units in 1955, a gain of 4.3 percent.

It is interesting to note, however, that in the last few years the Western Provinces portion of the market has been decreasing. This does not necessarily mean that consumer acceptence of this product has weakened in that part of the country. What has actually happened is that U. S. manufacturers located on the west coast have taken a substantial part of the business previously obtained by Canadian manufacturers located on the west coast.

This has not brought about any radical change in the geographical distribution, however. Ontario, with 54.3 percent of the sales, is still the largest single market. Quebec was second with 17 percent, followed by the Atlantic Provinces with 9.4 percent, British Columbia with (8.6), Manitoba (5.2), Saskatchewan (3.8) and Alberta (1.7).

Ranges. The year 1956 was a record year for the Canadian electric range industry. Sales of 210,000 electric ranges in 1956 represent a 9.4 percent gain over 1955, and were 27.3 percent better than the 165,000 unit volume of 1954.

With only 42.4 percent of the Canadian households equipped with electric ranges and 20.3 percent with a gas range, the industry is looking ahead with continued enthusiasm. Although sales are not expected to hold their present level, the Dominion Bureau of Statistics forecasts indicate a fairly substantial volume of electric ranges, 160,000 units will be maintained during the next three year period.

Replacement sales, which now account for about one-fourth of the volume, will play an increasingly important role during these years. By 1959 replacement sales are expected to equal sales to new owners, and will probably account for 60 percent by 1961.

During the years 1950-1955 electric ranges sold best in the months of August, September and October, with 28.7 percent of the year's business occurring during this period. Although these months did account for a slightly larger than average share of the volume, no period of the year was really bad. With a difference of only 3.4 percent separating the low month (July 6.8 percent) and the high month (October 10.2 percent), sales could be considered consistent throughout the year. *End*

NEW! Caloric

VALUE-PACKED GAS RANGES WITH ROTO-ROASTER

HERE IT IS! A sparkling new series available in 20", 30", and 36" models. Spectacular advancements, skillfully integrated with the best features from current models, make this new Caloric Two series a real standout! Sure to be one of your foremost sales-sparkers.

NOTABLE NEW FEATURES:

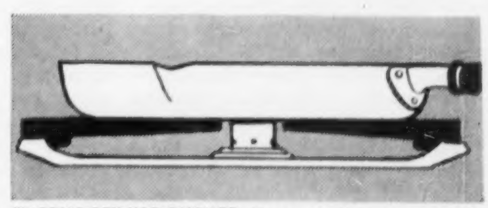
- ROTO-ROASTER—a new oven rotisserie for cooking moister, more flavorful meats. Offers your customers the fun of a barbecue any day of the year . . . in any kind of weather. Available on all 20", 30", and 36" models.
- EYE-CATCHING CHROME—adds sparkle to backguard and handles . . . sets off control dials.
- ICE-BLUE BEAUTY—on backguard is subtle, yet stylish. Bound to add even more sales-appeal!
- LONG-LINE HANDLES—in bright chrome. Easy to grasp, cool to touch. Snap off, and on, for quick, easy cleaning.

PLUS ALREADY-FAMOUS CALORIC FEATURES:

- HI-SPEED TOP BURNERS—all four giant 12,000 BTU top burners give fast, dependable cooking. Guaranteed for the life of the range.
- BIG 4300 CU. IN. OVEN—holds 35 lb. turkey. Non-tilt chrome racks . . . oven light. Oven door has newest silicone seal . . . non-fog window.
- ALL PORCELAIN ENAMEL—inside and out, from front to back, top to bottom. No wonder Caloric is America's easiest range to keep clean.

Yes, Caloric's Two series is NEW . . . but the slogan's the same! They're the best-looking, best-cooking ranges at the price your customers will find anywhere. Show them and you'll sell them!

CALORIC APPLIANCE CORP., TOPTON, PA.
RANGES · DRYERS · BUILT-INS · DISPOSERS



THERMO-SET TOP BURNER. Now more than ever a most-wanted cooking feature. It keeps food at the exact temperature set . . . makes every pot and pan an "automatic" utensil.

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DEPARTMENT EM, TOPTON, PA.

Please send me complete information on the new Two series!

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Address__________________
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Home Laundry Equipment

continued

nearly 11 percent in units and 12.5 percent in dolllars. Conventional washers were off only a little over one percent in units and up a little over one percent in dollars.

In the same year 1,268,000 conventional washers were sold with an average price of $147 for a total dollar volume of $187,030,000. Only the post-war year of 1948 and the war scare buying year of 1950 approached the best two years in unit sales of washers.

As might be expected, the clothes dryer, both electric and gas, is getting into the big time from both a unit sale and dollar volume angle. In 1956 a total of 1,660,000 dryers were sold at an average price of $223 for a total retail dollar volume of $369,780,000. This compares with 1955 business of 1,396,600 units sold at an average retail price of $222 for a total retail dollar volume of $309,050,000. Total dryer business, therefore, was up 18.9 percent in units.

For the benefit of those interested primarily in the electric business, it might be noted that, of the total dryers sold in 1956, 1,190,000 were electric models and 470,000 were gas models, a ratio of about two and a half to one electric over gas. The gas dryer made a larger percentage increase, however, in sales during 1956 over 1955—electric units being up 15.8 percent and gas units up 27 percent.

Any discussion of washer-dryer business would not be complete without noting the emergence and potential importance of combination units. Indications are that close to 100,000 of these units were sold in 1956 and that perhaps well over 300,000 units have been installed in customers' homes since the introduction of the Bendix Duomatic a few short years ago. Today, about a half a dozen of the major manufacturers, including Easy, RCA Whirlpool, General Electric, Philco-Bendix, Maytag and Westinghouse have brought out combination washer-dryer models, and while sales during the past year were only about three percent of total washer business, it is reasonable to expect that by 1960, combinations may sell at something like a one million a year ratio.

The third member of the home laundry family—the electric ironing machine—still shows signs of continuing decline. In 1956 only 60,000 units were sold at an average price of $215 for a total retail value of $12,900,000. This compares with sales of 87,100 ironers in 1955 at an average price of $211 for a total retail value of $18,352,600. We made the observation last year that it seemed as though ironing machine sales might stabilize at somewhere around 90,000 to 100,000 unit level a year, but so far our forecast has not materialized. Obviously the ironing machine has been hurt by the increasing popularity of clothes dryers, which eliminate many items formerly ironed, such as towels, blankets, bathrobes, etc. The increasing sales of steam irons, too, have cut into the potential ironer business. It must be recognized further, that the electric ironer is not a fully automatic device of the push button variety as is the automatic washer or dryer. It requires some skill of operation, home demonstration, to insure the operator's confidence, etc. Even so, it is a natural complement to the complete home laundry and it is discouraging to see a device which hit a peak of nearly 600,000 units sold in 1947, decline to one tenth of that number in 1956. In fact, almost an identical number were sold 30 years ago in 1926. The company dominating the field today is Ironrite, Inc., which does the major part of the busines. Much of their success may be ascribed to their rental plan.

Replacements and Trade-ins

Our annual replacement and trade-in survey of 1956 points up some interesting facts about dealer experiences with home laundry equipment. The percentage of dealers selling washers, for instance, is almost identical with those selling refrigerators (86.4 percent). Only a slightly smaller number (78 percent) sold electric and gas dryers, but only 27.6 percent are now selling ironers. Of the more than 300 dealers reporting to us on their sales, it was interesting to note that the average dealer sold 75 washers per year, 27 dryers and 6 ironing machines. On washing machines, of course, 77 percent of their sales were replacements and only 23 percent went to homes not previously owning washers. On dryers, conversely, 12.5 percent were replacement sales and 87.5 percent went to homes not previously owning dryers. Ironers, reflecting a relatively low saturation, had a 17 percent replacement factor, and an 83 percent sales to homes not owning.

Of the responding dealers, 80 percent of them acknowledged taking washers in trade, nearly 25 percent take in dryers and only 6.5 percent would handle trade on ironers. The number of trade-ins compared to total sales on washing machines was close to 55 percent. In other words, more than half of sales involved a trade-in. On dryers the figure was only 6 percent and on ironers, less than 3 percent. The discrepancy between the percentage figures for replacement business and sales involving a trade-in are explained by the number of people buying a new machine who decided either to keep the old machine as a second, who gave it away or who merely junked.

The disposition of traded-in home laundry equipment reveals some interesting facts. A relatively high proportion of those washers taken in trade, for instance, (41.9 percent) are junked outright by the dealer. Those trades which are eventually re-built and re-sold comprise 27.7 percent of the washer total and those older models resold "as is" comprise 18.6 percent. The remaining 11.8 percent were still on the dealer's premises. Dryers, on the other hand, showed only an 8.5 percent ratio of trade-ins junked while 55.4 percent were eventually re-built and re-sold by the dealer. Trades re-sold "as is" comprised 18.4 percent and traded dryers on hand amounted to 17.7 percent. In the ironing machine business there was an even disposition of trades between junking (36.4 percent) and those being re-built and re-sold (36.4). Those re-sold "as is" comprised 9.1 percent and 18.1 were still on hand in the dealers' shops at the time of the survey.

These figures point to the obvious fact that washers are being sold more and more in a replacement market, where saturation stands today at 86.8 percent of the country's 47,415,000 wired homes. The introduction of the automatic and more recently of the washer-dryer combination is hastening obsolescence, however, in this highly saturated field.

Seasonal Sales Patterns

Manufacturers shipments of washers follows a fairly even pattern throughout the year but they tend to peak in August and September, following a relatively low period in July. At the retail level the months of August, September and October represent the high point. Roughly 22 percent are sold in the first quarter, 25 percent in the second quarter, 27 percent in the third quarter and 26 percent in the fourth. Dryer shipments by manufacturers follow a somewhat different pattern. About 24 percent are shipped in the first quarter, dropping to 14 percent in the second, rising to 26 in the third and 36 percent in the fourth. At the retail level, the last quarter of the year is by far the biggest sales period, with approximately 40 percent of sales coming in that important three months period. Curiously, the second quarter months of April, May and June comprise only about 16 percent of the business, perhaps reflecting the customer's feeling that spring weather is good for the old fashioned methods of drying.

Sales by Regions

Electrical Merchandising's annual survey of appliance sales and saturation by regions supplied to us by the cooperation of over 250 utility companies serving 38,543,210 wired homes, provides valuable information on the sale of home laundry equipment in various sections of the country. These wired homes represent 81.3 percent of the total wired homes of the country. They show washer sales at a rate of 89 units per thousand customers; dryer sales at 25 units per thousand customers; and ironer sales at three per thousand customers. Projected to the national total of 47,415,000 wired homes, that would mean national sales of 4,217,090 washers; 1,177,789 dryers and 132,762 ironers. The washer and dryer figures checked out rather closely but the ironer figure would seem to be almost double that provided by manufacturers.

The two regions of the country

(*Continued on page 280*)

THREE YEAR SALES SUMMARY — Clothes Dryers

ELECTRIC DRYERS:	1956	1955	1954
Units Sold	1,190,000	1,027,600	697,700
Average Retail Price	$212	$211	$219
Retail Value	$252,280,000	$216,752,000	$153,040,500
GAS DRYERS:			
Units Sold	470,000	369,000	243,200
Average Retail Price	$250	$250	$257
Retail Value	$117,500,000	$92,298,000	$62,590,000
	Jan. 1957	Jan. 1956	Jan. 1955
Homes Owning	5,625,000	4,213,000	2,967,000
Homes Without	41,790,000	41,787,000	41,810,000

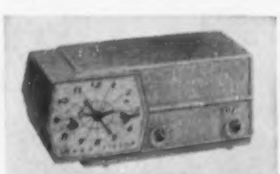
LOWEST PRICED CLOCK-RADIO IN RCA VICTOR HISTORY

paces 6 new profit-makers

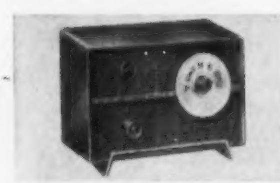
It's loaded with "sell"—and the price is $27.95!

More new clock- and table radios from RCA Victor...with the sell-up built-in!

The Dreamette. Low-priced clock-radio with same features as The *Squire*. Finished in antique white, pink, blue or black. With gold-colored trim. (8C5) **$29.95**



The Palomar. Turns itself off at night—on in the A.M. Buzzer alarm. Dial light, luminous hands. Turquoise, white, charcoal, yellow. (8C6) **$34.95**



The Cole. Lowest priced table model. Rich "Golden Throat" tone. Printed circuits for new dependability. Smart maroon cabinet. (8X51) **$19.95**

The Lyons. Another stunning low-priced table radio. Has all the features of The Cole but in black, white, green or pink. With gold-colored trim. (8X5) **$21.95**

The Burgess. New push-pull, on-off control lets you pre-set volume. "Golden Throat" tone. Printed circuits. Dial light. Charcoal, white, yellow, pink. (8X6) **$24.95**

The next move is yours! Recently, RCA Victor brought you the most complete line of table and clock-radios in its history. What happened? Fantastic sales were reported at every level! So now, RCA Victor gives you even more to work with—six spanking new beauties—each with "Golden Throat" tone . . . all are richly styled in colors that shout sales appeal.
But as we said before, the next move for profits is yours—so call your RCA Victor distributor now!

Unparalleled advertising—TV—Radio—Magazines helps you to the biggest profits ever!
Watch for hard-hitting TV commercials on "Producers' Showcase" and The Perry Como Show. Read these publications for power-packed ads that help tell your sales story: Life, Saturday Evening Post, Seventeen, New Yorker, Ebony, Time.

RCA VICTOR
Tmk(s)® RADIO CORPORATION OF AMERICA
CAMDEN 8, NEW JERSEY

SEE THE ENTIRE SELL-UP AT THE CHICAGO HOME FURNISHINGS SHOW JAN. 7-18.

Manufacturer's nationally advertised list prices shown subject to change—Slightly higher Far West and South.

Home Laundry

CONTINUED FROM PAGE 278

leading in washing machines sales are the West South Central and the Mountain areas with 106 units sold per thousand customers respectively. The second largest area was the Pacific Coast states with 102 sales per thousand customers. Closely following was the South Atlantic area with 95 sales per thousand customers. On clothes dryers, the Mountain states again were in the lead with 36 units sold per thousand customers and the Pacific states were second with 34 per thousand customers. Third in line was the East North Central region with 31 per thousand customers. The Mountain area also held the lead in the unit sale of ironers with 7 per thousand customers.

Design Trends

1957 washers feature water conditioning devices; automatic lint catching filters; flexible, adjustable washing action according to type fabric—gentle for delicate and more vigorous for regular fabrics; 3-temperature water selectors; improved drain actions and sediment ejector pumps; one company features a magic minute pre-treatment of soiled clothes before regular wash cycle begins; bleach and detergent automatic dispensers as well as a continuance of 2 wash cycles introduced. Another 1957 feature is a lid shut-off device which automatically cuts off current when lid is opened.

1957 dryers feature more powerful heaters and flexible heat selection—high, medium, low and tumbling without heat.

The trend to matchmates in washers and dryers continues throughout each brand's entire line. High style backsplash control panels with fluorescent lamps and color trim continue.

Estimates for 1957

Presuming present levels of employment, income and residential construction continue, there is no reason to suppose that the home laundry business in 1957 will not equal, or more likely exceed the records set in 1956. Forecasts by industry executives point to sales of roughly 3,600,000 automatic washers in 1957; 1,050,000 conventional washers; 1,380,000 electric dryers; probably 500,000 gas dryers; and about 58,000 ironing machines.

Automatic washers, therefore are expected to be up about 150,000 units; conventional washers to drop about 200,000 units; electric dryers to increase about 165,000 units; and gas dryers about 35,000 units. *End*

MOVE AHEAD

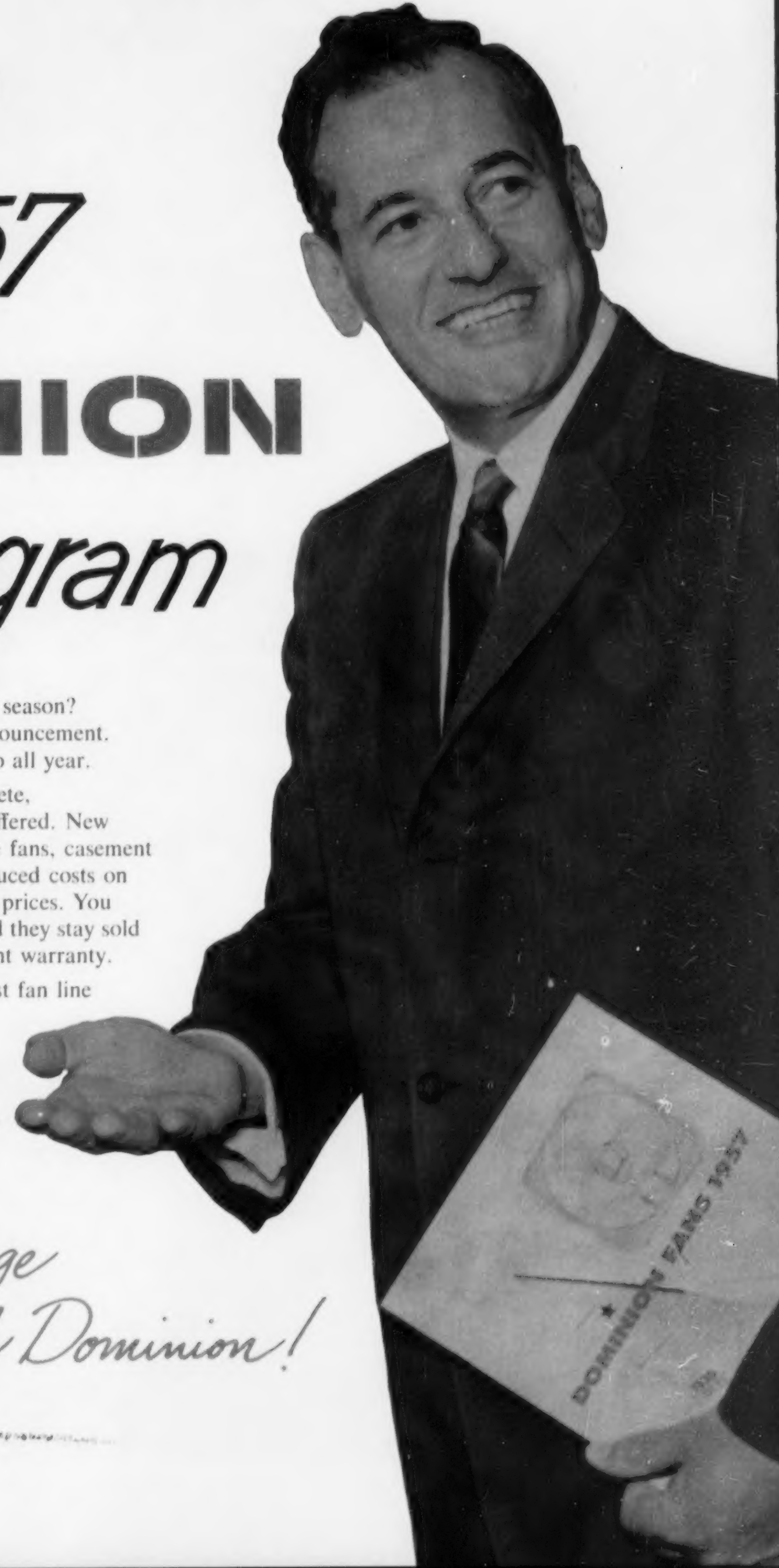
with this big 1957 DOMINION Fan Program

"Want to move ahead in sales and profits next fan season? Then take a few minutes and read this special announcement. It may well be the most profitable reading you'll do all year.

"Our 1957 Dominion Fan Line is the most complete, most competitive line of quality fans we've ever offered. New models including window exhaust fans, all-purpose fans, casement window fans assure a style for every purpose. Reduced costs on many models give you quality fans at promotional prices. You make a full profit margin on every fan you sell. And they stay sold because they're backed by our one-year replacement warranty.

"Want more proof? Just open this page to the finest fan line that will mean bigger volume for you in 1957!"

ROBERT SHAFFER
Director of Sales
Dominion Electric Corporation

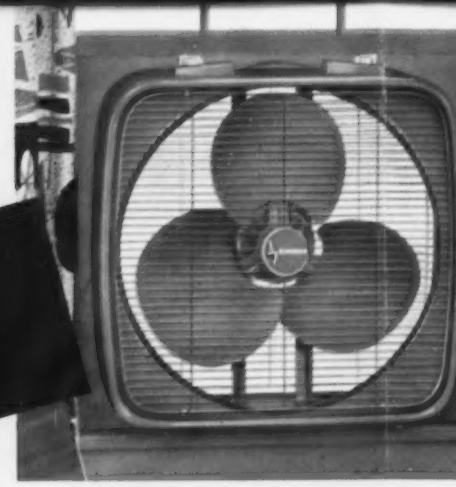


NOW– Open this page and MOVE AHEAD with Dominion!

"Take a look at 'em!
Seventeen beautiful new models . . . automatics, reversibles, portables . . . all backed by Dominion's 1-Year Replacement Warranty . . . and each one priced to sell fast and give you a full profit margin!"

"You'll MOVE AHEAD faster with this big line of full-profit DOMINION FANS"

Portable Window Fans



Deluxe 20" Portable Window Fan
Electrically reversible, thermostatically control
Two-speed, 3500 c.f.m. Model 2065—$49.95

All-Purpose Fans

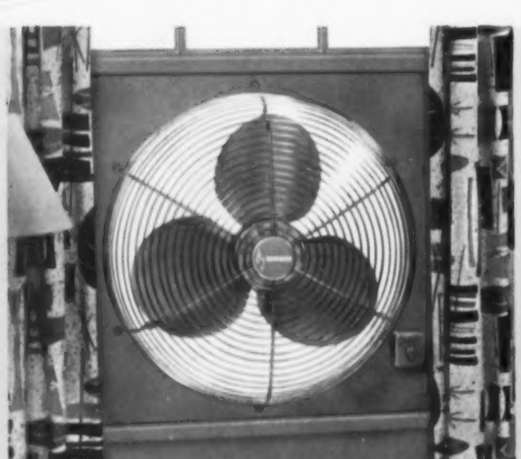
Floor, Table, Wall Fans

16" 3-Speed
1800 c.f.m. Mod

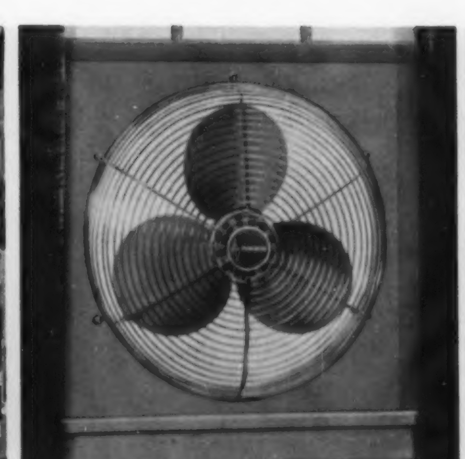
Every Dominion Fan is backed by this Famous 1-Year Replacement Warranty!

Window Ventilator and Portable Fans

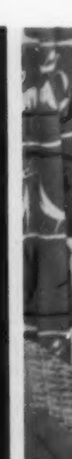
New Twin 12" Portable Fan-Ventilator
For casement or regular sash windows.
Two-speed, 2500 c.f.m. Model 2055—$42.95*

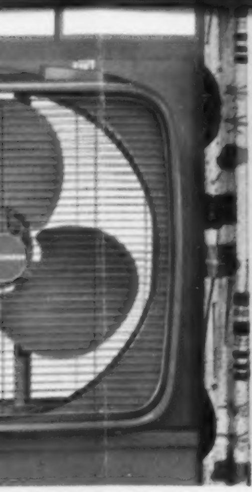


New 20" Window Ventilator
Electrically reversible. Two-speed,
3500 c.f.m. Model 2054—$39.95*

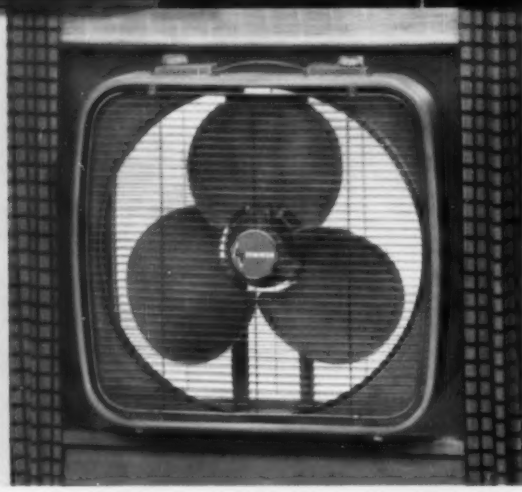


New 20" Window Exhaust Fan
Provides ample air movement for multi-room cooling.
3500 c.f.m. Model 2056—$29.95*

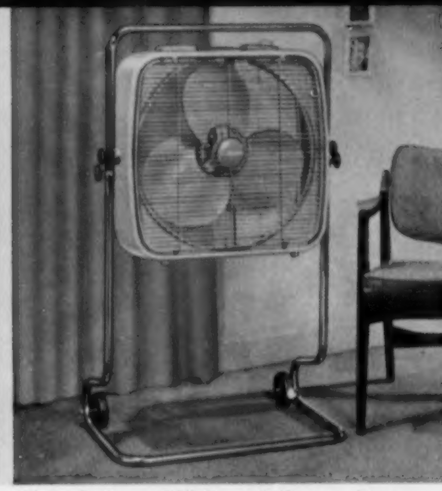




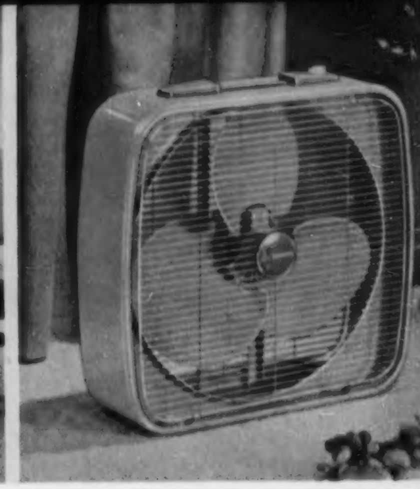
e Window Fan
ermostatically controlled.
Model 2065—$49.95*



Automatic 20" Portable Window Fan
Thermostatically controlled. Manually reversible. Two-speed, 3500 c.f.m. Model 2066—$42.95*

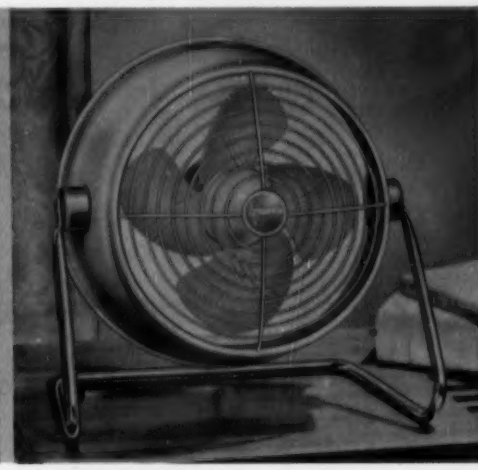


New Deluxe 20" Port-A-Breeze Fan
Easily moved from room to room—easily removed from stand for window use. Two-speed fan, 3300 c.f.m. Model 2068—$49.95*



Economy 20" Portable Window Fan
Provides low-cost home cooling. Two-speed, 3300 c.f.m. Model 2067—$37.95*

New 16" Custom All-Purpose Fan
Aerodynamic design. Rotates full 360°. Two-speed, 2000 c.f.m. Model 2032—$31.95*



New Deluxe All-Purpose Fan
Blows widespread "fountain of air." Rotates full 360°. Two-speed, 1250 c.f.m. Model 2026—$19.95*

New Economy All-Purpose Fan
Unmatched economy. Rotates full 360°. 750 c.f.m. Model 2007—$13.95*

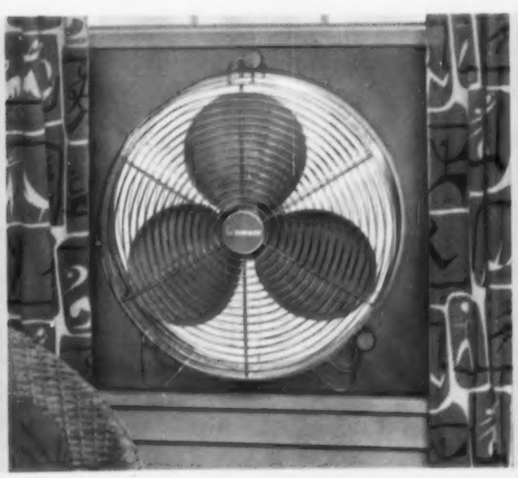
16" 3-Speed Oscillator
1800 c.f.m. Model 2030—$39.95*

12" Oscillator
1250 c.f.m. Model 2015—$19.95*

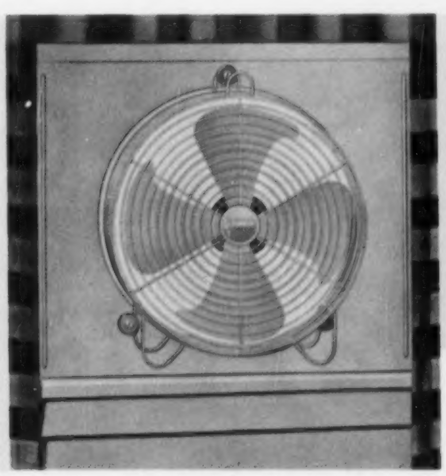
10" Oscillator
700 c.f.m. Model 2012—$15.95*

8" Stationary
350 c.f.m. Model 2004—$6.45*

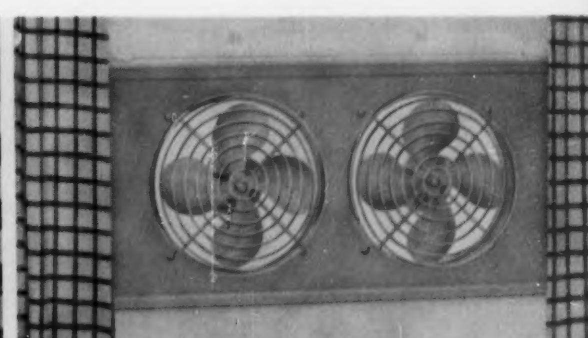
an
ti-room cooling.



20" Reversible Ventilator—Portable Fan
For fast multi-room cooling. Two-speed, 3500 c.f.m. Model 2053—$39.95*

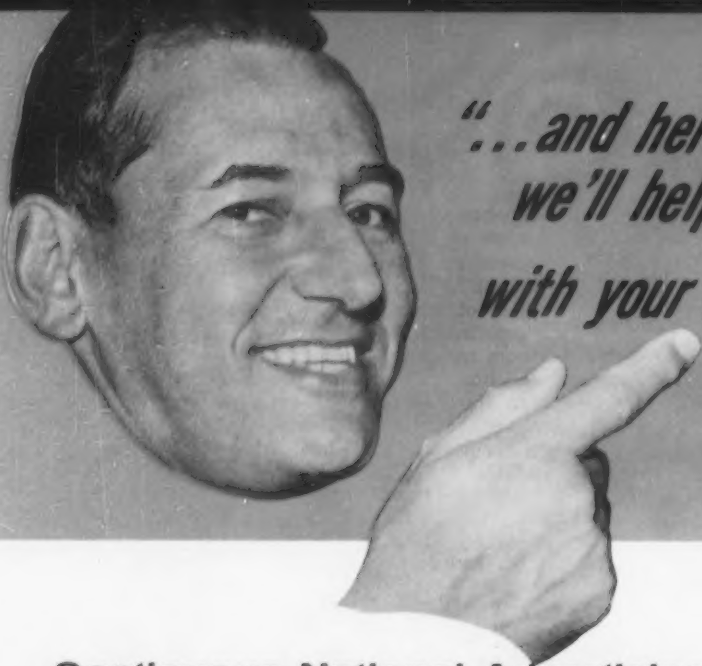


16" Reversible Ventilator—Portable Fan
Two-speed, 2200 c.f.m. Manually reversible. Model 2052—$32.95*



"Twin 1500" Kitchen Ventilator—Portable Fan
Twin fans for all-season cooling efficiency. 1500 c.f.m. Model 2050—$18.95*

Price Denver and West slightly higher. All prices are suggested retail prices and are subject to change without notice.



"...and here's how we'll help you MOVE AHEAD with your local fan promotion program"

"A big, new merchandising package is now ready to help you plan your local fan promotion. Be sure to get one from your distributor. It will not only boost your fan volume, but it will give you an opportunity to win a *special cash award!* Call your Dominion distributor today."

Continuous National Advertising

Dominion appliances are pre-sold through colorful ads in leading consumer magazines including BETTER HOMES AND GARDENS, HOUSE BEAUTIFUL, GOOD HOUSEKEEPING, LIVING FOR YOUNG HOMEMAKERS . . . and on network TV and radio programs such as QUEEN FOR A DAY, STRIKE IT RICH, POP THE QUESTION, IT COULD BE YOU, STAND UP AND BE COUNTED, I ASK YOU.

New, Deluxe 16-Page Catalog
Illustrates in full color the complete line of Dominion fans; points up sales features; details specifications . . . provides everything you need to close the sale.

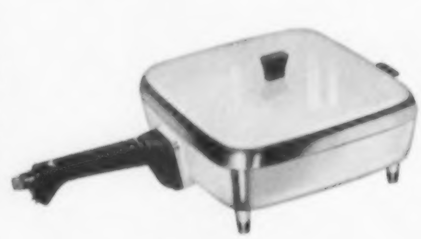
New Envelope Stuffer
Four-color consumer hand-out piece details complete line of Dominion fans.

Tie-In Newspaper Ad Mats
A complete selection of mats in various sizes for your local fan promotions.

Product Mats and Photos
Two-inch mats, 120-line screen cuts, and 8 x 10 photographs on all Dominion fans.

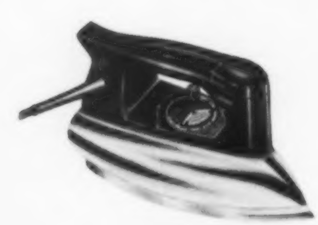
Build year 'round profits with the complete line of quality Dominion appliances

Automatic Coffee Maker
Brews 4 to 10 cups; makes instant coffee, too. Keeps coffee hot until you serve it. Two new models from $16.95



Immersible Fry-Skillet
Automatic controlled heat from "simmer" to 420°. Gleaming "silvercraft" styling; polished aluminum cover. Four models from $16.95

Automatic Pop-Up Toaster
New single lever control. Styled in chrome. Model 1120—$16.95



Steam and Dry Iron
Uses ordinary tap water. Weighs only 3 lbs. Wide steam range. Use as dry iron, too. Model 1070 —$14.95

We'll see you at the
HOUSEWARES SHOW
IN CHICAGO
Booths 238, 240, and 242

Insist on the best - buy Dominion

and MOVE AHEAD

DOMINION ELECTRIC CORPORATION
MANSFIELD, OHIO In Canada: Samson-Dominion Limited, Toronto

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Refrigerators and Freezers

continued

emphasizes the fact that we are operating almost wholly in a replacement market for refrigerators. Our survey showed that 86 percent of the responding dealers were selling refrigerators and 70 percent were selling freezers. The average dealer sold 63 refrigerators a year and 13 home freezers. Of the refrigerators sold, 77.4 percent were replacement sales and only 22.6 percent went to homes not previously owning refrigerators. In this connection, it also might be born in mind that new home construction accounted for many of these new sales. In the home freezer business, on the other hand, only 14.1 percent of the dealer sales were replacements and 85.9 percent went to homes not previously owning them. In the case of the refrigerator, this growing amount of business going to the replacement market highlighted the importance of the trade-in much as it does in the automotive field.

Over 80 percent of the dealers surveyed accepted traded-in refrigerators and nearly 25 percent of the dealers were accepting freezer trades. Of the 77.4 percent of refrigerator sales which constituted replacements, trade-ins amounted to 54.2 percent of total unit sales of refrigerators. In the case of freezers, while only 14.1 percent were replacements, 7.1 percent of these sales involved a trade-in. It should be remembered that there is a gap between the percent of replacements and the percent of trade-ins to replacements. Some families elect to keep their old unit as a second model in the home, others sell them privately or give them away to relatives and others merely junk them.

It is interesting to note the disposition dealers made of the trade-ins they accepted. In the case of refrigerators, the largest percentage were re-built by the dealer and re-sold (34.9 per cent). Those refrigerators resold "as is" comprised 27.9 percent; 25.5 percent of the trades taken in were junked outright by the dealer and might, therefore, be counted a price concession to the customer for a piece of worthless equipment; and 11.7 percent were still on hand in the dealer's premises. In the case of home freezers, the largest number of those taken in trade—roughly half of them were re-sold "as is" which might indicate that the customer was trading in a usable model, but wanted a larger one; 27.3 percent of the freezer trades were re-built by the dealer and eventually re-sold; 15.1 percent were still on hand and only 7.6 percent had to be junked by the dealer.

Seasonal Sales Factors

The seasonal sales factors of refrigerators may be analyzed in two ways — manufacturers' shipments and actual sales at retail. As might be expected, manufacturers' shipments tend to peak at the first two quarters of the year with 27.8 percent in the first quarter and 28.9 percent in the second for a total of 56.7 percent. The third quarter shows 23.7 percent and the final 19.6 percent for a total of a second half of 43.3 percent. Sales at retail, however, show the two middle quarters of the year by far the heaviest sales period. The first quarter accounts for only 20.44 percent and the final for 23.15 percent. In the second quarter, however, the 25.84 percent and the third quarter with 30.57 percent means that 56.41 percent of all refrigerators sold move in the months from April through September.

In the case of home freezers, manufacturers' shipments are comparatively low in the first quarter peaking in the second and third quarters and declining again in the final quarter. At the retail level, however, about 21 percent of freezers are sold in the first quarter, 25 percent in the second quarter, 30 percent in the third quarter, 24 percent in the final quarter.

Geographical Factors

The study of refrigerator sales by a representative group of NEMA members shows that refrigerators sold best in cities in metropolitan areas of a million population and over. These account for 16.7 percent of total sales. If one takes the cities from 500,000 to 1,000,000 and over, the total is 26.8 percent. It is curious to note, however, that the towns of 50,000 to 500,000 population account for the largest group—28 percent of total sales. Going down the line, towns of 5,000 to 50,000 account for 26.9 percent and in the small town and rural areas—populations of 1,000 to 5,000, there is 18.3 percent of the total. In other words, the three largest categories of population areas are almost evenly divided in their participation in the business. Small towns on the other hand, do better with the home freezer. The towns with populations ranging from 1,000 to 25,000 account for well over half of the total sales with the remainder going to the larger cities. This trend, however, may well be reversed in the years ahead as the popularity of the refrigerator-freezer combination increases and sales are concentrated more heavily in the urban areas.

Some further information of the geographical distribution of both refrigerators and freezers may be garnered from ELECTRICAL MERCHANDISING's annual survey of utility sales territories who reported to us each year and which are reprinted in full elsewhere in this issue. The utilities responding to this year's survey represented over 38,000,000 domestic electric customers. Projecting their findings to the total of 47,415,000 customers show sales in their specific areas of 3,687,939 refrigerators—a close approximation to the 3,700,000 units found in our annual figure. This represents sales of 78 refrigerators per thousand customers surveyed. A year ago, the figure was almost identical, 79 refrigerators per thousand customers. Four areas were above this national average, however, the West North Central with 81 per thousand; the South Atlantic region with 102 units per thousand; the East South Central with 82 and the West South Central with 86. The lowest area in the country was the New England territory with 59 unit sales per thousand customers.

These same utilities also reported on home freezer sales in their areas. The total projection would show 814,590 freezers sold, or an average of 17 per thousand customers. Six areas, however, showed better than this national average. The most active freezer market apparently was the West South Central section with 38 freezers per thousand customers; the next highest East South Central with 27; the next the Mountain area with 25 per thousand, closely followed by the West North Central with 24. New England, Middle Atlantic and East North Central regions fall far below the national average of 17 per thousand customers, New England again lagging with only 5 sales per thousand customers.

Sales By Outlets

Independent appliance dealers accounted for 35.1 percent of the refrigerator business at the retail level; department and furniture stores between them garnered 31.5 percent of the business; building contractors, 14.2 percent and the remainder of the business among a miscellaneous group of outlets such as utilities, farm implement, automotive stores and others.

In the freezer business, the appliance dealer again leads with 35.1 percent while department, furniture stores did 14.5 percent of the business. Farmer implement stores were the second largest category with 15.9 percent. The remainder of the business was divided among the usual miscellaneous group of outlets. It might be noted that the farm implement category might be adversely affected in the years ahead by the departure of International Harvester from the business.

Design Trends

Since the early post-war years, when the emphasis was merely on filling backlogs of demand for refrigerators, there have been many exciting innovations in design. Refrigerator manufacturers have taken a leaf from the automotive people in sparking obsolescence by incorporating dramatic new features and improvements in their models. The combination, two-in-one freezer-refrigerator is still the biggest innovation in the business, but the advent of color, built-ins, and the new use of new materials such as plastics are bringing a new look to the business. Notable, too, in the past year has been the introduction by a few manufacturers of the "square look"—refrigerators designed to fit flush in modern kitchen arrangements.

Refrigerator size trends continue upward, according to data from NEMA members. Only about 5 percent of all refrigerators selling today are in the 4 to 7 cubic foot range. In the early post-war years, 65 percent of the refrigerators sold were in this size category. 49 percent of sales are in the 8 to 10 cubic foot class and a whopping 46 percent are in the 11 to 13 cubic foot and up range. Reflecting the refrigerator-freezer combination trend, it may be noted that this year some 20 percent of the business will be in two door models, whereas in 1952, such models accounted for less than 9 percent.

The market for the combination is still an impressive one as surveys have shown that less than half of the refrigerators in use have no provision for even minimum frozen food storage. While the introduction of color has given dramatic

(Continued on page 286)

THREE YEAR SALES SUMMARY — Home Freezers

	1956	1955	1954
Units Sold	975,000	1,100,000	900,000
Average Retail Price	$390	$400	$395
Retail Value	$380,200,000	$439,945,000	$391,425,000
	Jan. 1957	**Jan. 1956**	**Jan. 1955**
Homes Owning	8,550,000	7,715,000	6,750,000
Homes Without	38,865,000	38,285,000	38,027,000

Refrigerators—Freezers

CONTINUED FROM PAGE 285

impetus to the obsolescence move, there are no indications to date that color will dominate the sales picture in the year ahead and the best estimates available show less than 20 percent of total sales going to colored models. But new home construction embodying full color kitchens and the urge on the part of consumers to modernize their existing kitchens, may well reverse the trend.

As in the refrigerator field, the trend in the freezer field is to larger units. Only 9 percent of present freezer sales are in the 7 to 10 cubic foot category; 40 percent are in the 11 to 14 cubic foot size and an additional 40 in the 15 to 19 cubic foot. The remaining 11 percent comprises freezers of 20 to 22 cubic feet and over. It is estimated that upright freezer models are now taking well over 50 percent of the entire freezer business. However, there is still a marked trend to the chest type in the rural areas. Amana, who did much to spearhead the revival of the food freezer plans and who pioneered the upright freezer, have taken cognizance of this continuing interest in the chest model by making their new Deep Freeze primarily a chest type line. It might be noted also that when International Harvester left the appliance field, their freezer facilities were acquired by Whirlpool Seeger. They are now marketing a complete line.

All the best available information on refrigerator sales in the year ahead, provided us through the cooperation of leading manufacturers in the field, show sales of 3,655,000 units, as close to the 3,700,000 sold in 1956. We also asked for estimates on 1957 sales of refrigerator-freezer combinations and indications point to sales of about 800,000 units, which would boost the refrigerator total if they were considered refrigerators, or the freezer total were they similarly included in that category.

In the freezer industry, similar compilations show a forecast of about 1,060,000 for 1957, a slight increase over the 975,000 sold in 1956. Further, prices on both refrigerators and freezers are expected to be slightly higher in 1957, due to increased costs of material.

Air Conditioning . . . Growing Up?

The room air conditioner business is beginning to show signs of maturing. This "growing up"—and its implications for appliance dealers—is discussed in detail in a Room Air Conditioner Market Study appearing in the February Air Conditioning and Fan Issue of ELECTRICAL MERCHANDISING

The Squeeze On Retail Mark-ups

—and what to do about it...

THE ECONOMISTS now say that much of the "cost-of-living" price stability of this past year can be credited to what they call the "increased productivity of retailing." This is a polite term for "THE SQUEEZE ON RETAIL MARK-UPS."

They also state that prices are going up rather than down. How does the appliance market absorb these increases in the face of increasing competitive pressures? THE DEALER HAS BEEN SQUEEZED ABOUT AS MUCH AS HE CAN STAND. What can be done about it? We gave you the answer a few weeks ago under the title "Profit Formula For Dealers Who Handle Two or More Appliance Lines" and are repeating it here because we feel it is such an important message.

"The so-called 'Battle of the Giants' now appears to have become a battle of attrition against Dealer Profits. More and more appliance dealers are learning that the shiny concept of *double-the-volume-at-half-the-markups* is a delusion...that the highly touted *gross dollars* on *low mark-up leaders* just don't offset increased operating costs.

"Recently, our records show a sweeping new trend as first hundreds and then thousands of dealers almost simultaneously realized that the way to compensate for the 'low mark-up lines' is to merchandise NORGE...*the* Dealer Profit Line! A sharp increase in our shipments and 1500 new dealers added in 45 days further confirm this trend.

"Amazingly many of these dealers found themselves selling more Norge merchandise because they had more sound dollar value to offer in quality, features, and genuine benefits than in any other line they handle. The resultant creative-selling made happy customers and produced healthy profits for these dealers."

That's why Norge—spearheaded by the fabulous Dispenser Wheel Washer—had the biggest sales month in its history in October and continued this pace through November.

WHATEVER OTHER MAJOR LINES YOU CARRY, FOR A SOUND PROFIT OPERATION, NORGE IS A MUST!

NORGE® is The Dealer Profit Line

Turn Page for More Reasons Why

It Pays to Carry the NORGE Line!

NORGE SALES CORPORATION, Subsidiary of Borg-Warner Corporation
Merchandise Mart Plaza, Chicago 54, Illinois. Canada: Addison's Ltd., Toronto.
Export Sales, Borg-Warner International, Chicago 3, Ill.

Rocks Laundry Market

DISPENSER WHEEL GIVES NORGE WASHER FIRST AND ONLY WAY TO ADD CONDITIONER TO THE RINSE AUTOMATICALLY—FOR UP TO 39% BRIGHTER, CLEANER CLOTHES AND AN END TO LINT PROBLEMS!

1957 EXCLUSIVES ALSO MAKE NORGE DRYERS EASY TO SELL AT FULL MARK-UP!

EXCLUSIVE 4-WAY DRYING

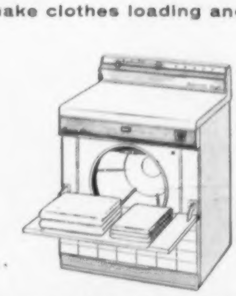
The feature that women want most in a dryer! 4 different drying actions for better, safer drying of every type fabric, whether it's cotton, washable wool, synthetics, cashmeres or even Nylon hosiery. Duplicates outdoor drying at its best! Never any danger of scorching, shrinking, or matting!

Model D5

EXCLUSIVE HAMPER-DOR

Has 3 open positions to make clothes loading and unloading easier than ever

CLOTHES CHUTE
position funnels clothes right into dryer drum.



SORT 'N STACK SHELF
position for sorting dried clothes.

CLOTHES BASKET
position for easy loading and unloading.

Turn Page for Still More Reasons Why It Pays to Carry the NORGE Line!

NORGE® is The Dealer Profit Line

Another Sizzling
Geared to
Rated #1 Value! from NORGE
This giant January-February Activity Features Laundry Promotion Models Jam-Packed with Top-O-The-Line Features!
Here is your NORGE
Automatic Washer & Dryer Promotion Package
LOOK AT THE POWERFUL CO-OP ADS!
Special Purchase
Special Purchase!
SAVE UP TO $110.00
NEW '57 NORGE WASHERS and DRYERS
Quantities Limited! Act Now... While They Last!
LOOK AT THE TIE-IN MATERIAL!
CALL YOUR DISTRIBUTOR TODAY FOR FULL DETAILS ON THIS RIP-ROARING SALES EVENT!

Promotion From NORGE Boost Traffic and Sales!

This is typical of NORGE'S continuing round of sales events designed to help the dealer move merchandise at full profit margins!

Here's your chance to feature *new* Norge Washer and Dryer models containing the greatest exclusives in laundry equipment today, at spectacular low prices! Check the whole overpowering array of top quality features you can show and demonstrate. Look at the hard-hitting co-op ads to trumpet the event to every prospect in town. Look at the colorful window banners and tags for setting up traffic-building store and window displays, and to tie-in with your advertising. They all combine to give you the most power-packed promotion Norge has ever staged. Plan now to cash in on it to the fullest extent, for the biggest January-February sales you've ever known!

'57 NORGE Washer with Dispenser Wheel

- Exclusive Dispenser Wheel adds conditioner to the rinse automatically—for up to 39% brighter, cleaner clothes. Ends lint problems, too!
- Two Automatic Cycles—regular and short
- Temperature Selector for hot or warm wash water
- Decorator-Styled Black Backguard
- 5-Year Warranty on Transmission Components
- 30-Day Satisfaction Guarantee

'57 NORGE Deluxe 2-Way Dryer

- Exclusive 2-Way Feature permits drying with or without heat to handle regular wash and delicate fabrics.
- Exclusive Time-Line Control times any drying period up to 120 minutes.
- Giant-Size Lint Screen
- Exclusive 5-Way Venting
- Decorator-Styled Black Backguard
- Gas or Electric Models

NORGE® is The Dealer Profit Line

NORGE SALES CORPORATION, Subsidiary of Borg-Warner Corporation, Merchandise Mart Plaza, Chicago 54, Illinois. Canada: Addison's Ltd., Toronto. Export Sales—Borg-Warner International, Chicago 3, Illinois

Ranges and Water Heaters

continued

where around 35 percent. The lowest figure offered by seven respondents was 30, the highest 45 and only one manufacturer ventured to predict that built-in sales "possibly will eventually outsell standard ranges."

As far as color is concerned, built-in ranges are already several jumps ahead of standard units and are not likely to be outdistanced. In 1956, nearly 95 percent of all standard ranges were white; only slightly more than 22 percent of built-in units were this standard color. The rest of the built-in volume, according to NEMA, was divided up like this: brushed chrome and chrome, 32.8 percent; copper, silver and stainless steel, 12.1 percent; colors (pink, blue, green, etc.), 32.7 percent.

The Dealer's Share

Ever since 1948, the appliance dealer has been getting a gradually smaller share of the electric range business. According to NEMA figures, appliance stores, which sold 37.1 percent of the ranges in 1948, only got 34.4 percent in 1955. The growth of built-ins is already accelerating this trend. Some manufacturers say that builders get 80 percent of the built-in business and that the remaining 20 percent is divided among appliance stores, department stores, kitchen specialty dealers, and others. The most optimistic estimate of the dealer's share made by any manufacturer is 45 percent. More typical is the big manufacturer who says, "The retailer's share of the built-in range business is negligible. While it varies from market to market we would estimate that it is in the neighborhood of ten percent."

Another producer says bluntly, "The appliance dealer is not equipped to become a big factor in the built-in range business. Two of the reasons: cost of installation and the necessity of a big bank roll. It would not surprice us if the builder was still getting more than 80 percent of this business and the outlook for 1957 is just as dismal for the appliance dealer."

Similarly, the electronic range, which, according to published reports by Tappan, sold around 2,000 units in 1956, is not likely to lend itself to appliance dealer merchandising.

One factor which makes it difficult for the retailer to participate effectively in the built-in range business was a recent subject of complaint to the FTC by the National Appliance and Radio-TV Dealers Assn. That, of course, is the alleged propensity on the part of manufacturers to sell built-in ranges to builders at prices lower than for equal quantities sold to dealers.

Even a manufacturer complains that because he has been unable to compete with builder models he has to rely on his deluxe units and, consequently, moves more of them through dealers than through builders. "Actually," he says, "the prices on built-in ranges have been demoralized; there is no consistency in price or in policy of selling. Prices to the builder range from \$135 or lower up to \$210 on a built-in range set (oven and surface unit); in many cases the builder will take one at a time and get the very low price."

The trend toward a bigger share of the range business for builders—and not just built-ins, but all types—is amply documented by NEMA figures which show that builders, contractors and government agencies got 13.5 percent of the business in 1955 as compared with only 4.4 percent in 1948, 11 percent in 1954, and 9.5 percent in 1953.

A similar trend is apparent for electric water heaters. Appliance dealers got their biggest share (according to NEMA) in 1949 with 35.5 percent. In 1955 this percentage had dropped to 21.9. Builders, contractors and government agencies, which had percentages of 3.6 and 6.8 in 1948 and 1949, increased their share to 12.9 in 1955. Appliance dealers get their biggest competition for water heater sales from plumbers—33.3 percent of the volume of 1955.

How Many Dealers Sell?

Last year we reported in this space that, according to our Replacement and Trade-In Survey, 76.9 percent of the responding dealers were in the range business. In 1956, according to our 1956 study, more—79.8 percent—were selling ranges, but sold fewer per dealer. In 1955 the average volume was 36 units; in 1956 it was 25.5.

Replacements and Trade-Ins

As outlined in the article, "Now It's a Trade-In Market," elsewhere in this issue, ranges are sold as original equipment in only about four out of every ten sales. As recently as 1952, six out of every ten range purchases represented an original purchase. Similarly, the percentage of range sales involving a trade-in has also climbed. Back in 1952 only three out of every ten sales involved a trade; in 1956 it was four out of every ten. Dealers responding to the survey said that, of ranges accepted in trade, 37.7 percent were junked, 47.7 were resold, and 14.7 percent were on hand.

Sales by Sizes

Once again the trend in popularity growth of smaller size ranges manifested itself in 1956. Here's the picture as drawn by NEMA figures:

Range Sales by Size of Unit in Percent

	1956	1955	1954
22 inches and under	3.60	3.28	3.81
Over 22—up to 32	39.30	35.49	32.65
Over 32 inches	57.10	61.23	63.54

Only the middle category—over 22 and up to 32 inches—has been consistently increasing its share of the market. Much of this can be attributed to the space-saving 30-inch range.

Sales by Area Population

NEMA figures on the sale of ranges by size of town show an interesting post-war development: the declining importance as a market of towns of 50,000 population of less. Back in 1949 areas of this size accounted for 69.7 percent of all sales, but in 1955 their share had dropped to 57.4 percent. Those towns of 5,000-and-under had all dropped, while cities of 5,000 to 25,000 just about held their own and cities of 25,000 to 50,000 made some gain. The big change is seen in cities of 50,000 to 100,000 (which jumped from six percent in 1949 to 9.4 percent in 1955) and 100,000 to 250,000 (which went from 9.2 percent in 1950 to 12.9 percent in 1955). Cities larger than these maintained about the same level. Here then, is the growing market for ranges—cities in the 25,000 to 250,000 population group.

Water Heater Sales

Last year the big news in water heaters was the quick-recovery unit which, because it performs the way its name implies, could be sold in smaller sizes and at prices competitive with gas models. However, the obstacle to its sales progress which existed then is still a big factor. That, of course, is utility reluctance to put an appliance on its lines which draws so much power during peak load periods.

According to one manufacturer, only 46 utilities have, to date, approved the quick-recovery heater, an action taken by eight or ten of them within the past year.

Another manufacturer says, "Those who have approved it indicate that the sale of electric water heaters has increased, going contrary to the general trend which shows the electric water heater industry to be declining. . . . We think that in 1957 there may be some more conversions." This same company finds that quick-recovery units now account for about 25 percent of its water heater volume. Another says its sales of this type of unit jumped 140 percent in 1956 and expects total industry sales to be about 70,000 units in the coming year.

Standard water heaters didn't do so well in 1956. Although most respondents blame the decline on the slump in housing starts, others take perhaps a more objective look. One, for example, says, "Sales dropped off slightly in 1956 because of the growth of gas home heating and, hand-in-hand, sales of gas water heaters. We think the electric water heater sales curve will continue at a much more gradual rate of climb than anticipated a year ago."

Implications of Natural Gas

That last sentence is a most significant one. Another manufacturer underlines it with this statement: "The decline of electric water heater sales in 1956 can probably be attributed to a reduction in new construction plus the ever expanding transmission and storage facilities of the natural gas industry. Although the first fact may not contribute to a decline of electric sales in 1957, *the latter will become an ever-increasing deterrent to electric water heating volume*" (italics are ours).

The implications of what these two companies are saying bode no good for electric water heaters. It is within the realm of possibility that an unchecked expansion of natural gas facilities could seriously damage the electric water heater market except in a few isolated areas *unless* the electric industry

THREE YEAR SALES SUMMARY — Water Heaters, Storage

	1956	1955	1954
Units Sold	870,000	900,000	806,000
Average Retail Price	\$115	\$115	\$120
Retail Value	\$100,050,000	\$103,500,000	\$96,700,000
	Jan. 1957	Jan. 1956	Jan. 1955
Homes Owning	8,015,000	7,500,000	6,805,000
Homes Without	39,400,000	38,500,000	37,972,000

and the electric utilities particularly, wage a vigorous battle to get electric units in both new and old homes. At first glance it would appear that they have a weapon ready to hand—the quick-recovery unit.

Still another possibility in the form of product is a combination water heater—water conditioner. Several manufacturers pooh-pooh the near-future possibilities of this appliance, but others are less pessimistic. One, for example, says, "We feel there is a good possibility of a combination water heater and water conditioner being developed for domestic use within the next five years, have little doubt that it would be readily accepted, and feel quite sure that such a combination could be profitably promoted."

Sales by Size of Tank

Sales by sizes took some odd turns in 1956. For example, heaters in the 21-34 gallon size accounted for the smallest share of total sales since 1947. Table top models in the 45-54 gallon size accounted for the biggest share (3.77 percent) in the same period, while regular models in this size dropped to 30.64 percent, their smallest share since 1947 (NEMA figures; 1956 based on first nine months).

Here's how NEMA figures show sales by size of tank for 1956 and 1955:

	1956	1955
0–7 gals	1.15%	0.96%
8–20 gals	3.70	3.27
21–34 (excl. table top)	13.17	13.84
(table top only)	6.71	6.80
35–44 (excl. table top)	11.93	10.98
(table top only)	9.92	9.22
45–54 (excl. table top)	30.64	34.05
(table top only)	3.77	3.03
55–69 gals	6.71	6.53
70–84 gals	11.72	10.77
85–99 gals	0.09	0.13
100 and over	0.49	0.42

It's perhaps worth noticing that the biggest single gain since 1948 has been made by the 70-84 gallon size—from 7.23 percent in that year to 11.72 percent in 1956. It will be interesting to watch the effect that quick-recovery units may have on sales by sizes, because, if such units were to become generally accepted, the larger size tanks wouldn't be so necessary in the average home.

Sales by Size of Town

As with ranges, there has been a change in markets for electric water heaters. As recently as 1954, according to NEMA figures, towns of 50,000-and-under accounted for 65.2 percent of industry sales. In 1955 this dropped to a low of 58.4 percent.

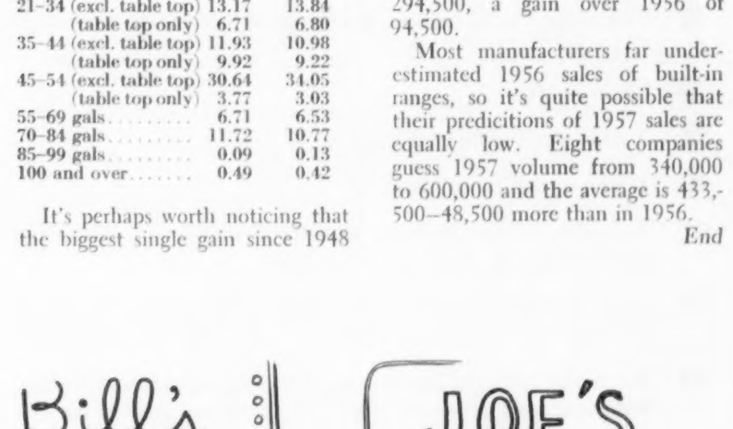
Over a period of several years those communities which most materially increased their share of the market were: 25,000-50,000—up from 6.4 percent in 1949 to 10.1 percent in 1955; 50,000-100,000—up from 5.8 percent in 1949 to 10.9 percent in 1955; and 100,000-250,000—up from 7.4 percent in 1950 to 10.9 percent in 1955.

Manufacturer estimates of 1957 water heater sales as made to this publication run anywhere from a low of 700,000 units to a high of 1,350,000. An average of the predictions of 12 manufacturers is 907,000 units—an increase of 37,000 units over 1956 and big enough to be the best year since 1950.

Estimates of 1957 sales of standard ranges run from 1,100,000 to 1,400,000 and the average of predictions by ten companies is 1,294,500, a gain over 1956 of 94,500.

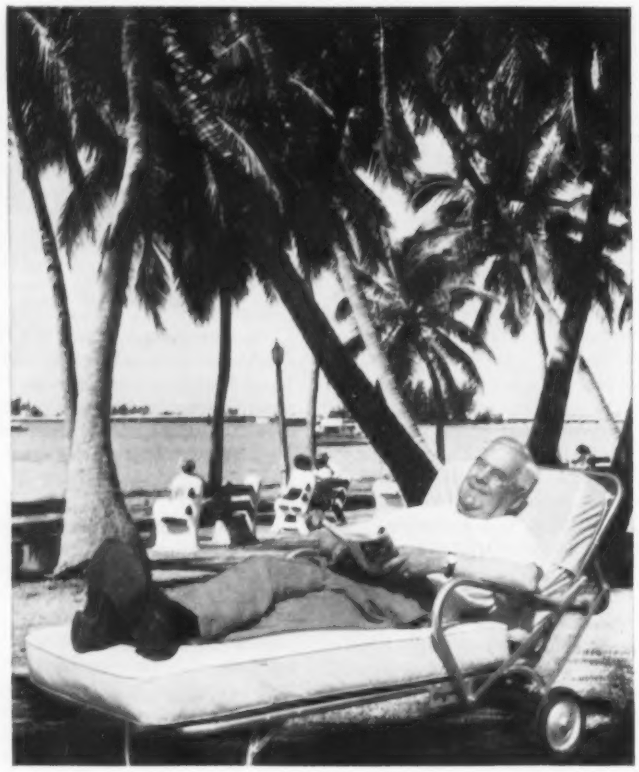
Most manufacturers far underestimated 1956 sales of built-in ranges, so it's quite possible that their predicitions of 1957 sales are equally low. Eight companies guess 1957 volume from 340,000 to 600,000 and the average is 433,500—48,500 more than in 1956.

End



"YOU WIN BAXTER, SEND ONE OVER"

"THE GOLDEN FRANCHISE IS SO PROFITABLE, I REORGANIZED MY OPERATION TO SELL IRONRITE EXCLUSIVELY"*



HERE ARE THE FACTS ON THE GOLDEN FRANCHISE ... ONE OF THE MOST AMAZING DEALERSHIP PLANS IN AMERICA

By the nature of the product itself, Ironrite Automatic Ironers require *specialty* selling. To sell them 100% effectively, they must be demonstrated and the prospect must be persuaded to sit behind the ironer herself and actually use it.

Now, unfortunately, this type of selling virtually disappeared after World War II. So Ironrite had to find a new method of marketing automatic ironers. And there had to be a big enough profit for the distributor, the dealer, and the salesman, to permit the kind of selling job required.

The answer was a rental plan—*tested and proved before it was put into operation.* This solves both problems. Now, for a very small weekly payment, the prospect can try out an Ironrite in her own home on her own laundry, and the dealer can afford to pay fine commissions to attract the best sales people and still keep an outstanding profit for himself.

Dealers found the Ironrite Rental Plan so successful, it became known as the Golden Franchise. Here are some of its unequaled advantages:

* *Actual statement from an Ironrite dealer.*

R. M. Gottlieb, ***Vice President in Charge of Sales***
Ironrite Inc.
Mt. Clemens, Michigan

Please see that I receive a copy of your booklet called *The Golden Franchise.*

NAME ______

NUMBER AND STREET ______

CITY ______ ZONE ______ STATE ______

1. You can earn more than 100% on your capital investment *every year.*
2. Every sale is at full retail price and profit.
3. Selective, individual, district-dealer franchising.
4. Complete line of ironers. An Ironrite model for every type of home.
5. No trade-ins.
6. Tremendous potential market.
7. Highest quality product.
8. Actually no competition. Ironrite is the *only* true ironing machine made. It is not a mangle.
9. High customer satisfaction. Many sales are the result of Ironrite owners talking about it to friends and neighbors.
10. No indiscriminate franchising. Only outstanding retailers, with a record of sound business practices, qualify for the Ironrite Rental Plan.

This is the most talked-about appliance franchise in the business today. The finest dealers are getting in on it. If you would like to put a good, protected profit back into *your* business, why not look into the Golden Franchise.

If you will mail us the coupon (left), we will see that you get a booklet explaining this great opportunity in detail. Do it today. It costs you nothing.

Ironrite

AUTOMATIC IRONER

IRONRITE INC., MT. CLEMENS

Television and Radio

continued

The impact of the portable set is immediately apparent as you examine the industrys dollar volume. Thanks largely to the growth of the portable, average price has fallen to $190. Combine this lower price with lower production and the industry's dollar volume for 1956 falls sharply below the 1955 level. The 1956 figure of $1,368,000,000 is about 20 percent under the 1955 total of $1,745,000,000.

The portable permeates all thinking and all analysis of 1956 performance. Some manufacturers even believe that the record inventory is not as serious as it looks since portables account for a share of it and they can be disposed of easily.

Certainly one of the biggest questions left unanswered at year's end. In December, however, ness had become. Many of the estimates were colored by the individual's own stand on portables but there was general agreement that through July portables accounted for 10 percent of production. There was agreement, too, that this figure was increasing as the year wore on. There was some disagreement, however, on just how rapid the increase actually was. Many seemed to feel that portables would account for as little as 12 percent of production by year-end. In December, however, RETMA vice-president James Secrest said that portables would account for over 20 percent of 1956 production.

There was no arguing, however, about the impact the portable had made on the industry. RETMA figures for 1955 show only 250,000 portable sets were produced. For the same product in 1956 the figure was over 1.5 million.

Among manufacturers, reaction to the portable varied greatly. For General Electric it was the vehicle which boosted that firm into the top circle of manufacturers. But other firms saw in it a low-profit item and added it to their lines reluctantly, voicing a hope that its growth could be held in check.

For dealers the portable was both a blessing and a problem. It stimulated TV in a year in which sales had a tendency to lag. But it carried low margins, both in terms of percentages and dollars. It also complicated the market for disposing of trade-ins.

Color: Still a Problem

But if portables were a problem because they were selling so well, another product posed a headache for the opposite reason—sales of color sets had not materialized.

On the surface, at least, good progress was made during 1956 in overcoming the handicaps under which color had labored up to now. The once "magic" price of $500 was achieved, programming volume was stepped up tremendously, and a "big" screen set was being marketed. There remain, very obviously, still other handicaps to be overcome, since color sales during 1956 fell considerably below the quarter million level. RCA officials had hoped to move 200,000 sets during the year but other manufacturers didn't think that the industry as a whole would sell that many sets. On January 1, 1956, only 35,000 color sets had been installed in American homes and since less than 150,000 were sold at retail during the course of the year ownership is still well below the quarter million mark.

A Long Second Look

All of this has led to considerable soul searching on the part of some in the industry.

The advertising trade press, for example, has carried several articles recently which take a decidedly conservative approach to color. The radio and TV columnist for *Advertising Age* examined the problem in the magazine's November 26 issue. His conclusion: "The fact is that the best sets are probably only half as good as the future sets are going to be, and they are at least twice as expensive. Until a simple tube is developed with locked-in color tuning, there can be no mass production and distribution." He went on to peg saturation on January 1, 1957, at 150,000 and projected this to 500,000 by the end of 1957, one and a half million by the end of the following year and four million by January 1, 1960.

In the October 26 issue of *Tide*, agency man Emerson Cole takes a careful look at the problem of just when agencies will feel justified in buying color. His "conservative" guess: when saturation has reached 20 percent. He reasons that it will be at least 1960 before this figure is achieved.

Actually, you didn't need to go outside of the manufacturing end of the TV industry last year to run into unkind words about color. Executives of both General Electric and Zenith had sharp words for the medium during the fall months and most other manufacturers were taking an ultra-conservative approach to color, tailoring their production to orders on hand. There were exceptions and the most obvious one was RCA which during the fall months launched the biggest push yet on color.

By year's end this push was paying off in some markets. In the New York area, for example, dealers who up to now have soft-pedaled color were beginning to show enthusiasm for the product and for the sales which were beginning to appear on some sort of regular basis. Philadelphia, too, reported successful sales efforts as did Boston and other cities. But in other localities the mood was one of expectancy and "next year" was once again the magic word for color.

What's the "Premium"

The $500 price tag hasn't been the key to sales it was once expected to be and some marketing experts say that it isn't a specific price but rather the "premium" which will determine the public's acceptance. By this they mean that the public is likely to balance the added service of color against the extra money they must pay over the cost of a black and white set. This is a rather nebulous concept and certainly "premium" is a relative term but it is probably a realistic one since color represents an improved but not a new service to the consumer.

There may be some question that color is being pushed too hard, too early, but there is a widespread feeling that, as Philco president James Skinner said recently, things "will be rough until we all get into color." Retailers as well as manufacturers are looking forward to that day and some people have a fairly specific idea of how it will materialize. RCA president Frank Folsom, for example, thinks that in the decade ending in 1965 the industry will have sold over 53 million color sets. By that time, says Sylvania president Don Mitchell, color will represent 75 percent of TV set production.

Some interesting changes in public attitude toward color are reflected in the annual Videotown survey conducted by Cunningham & Walsh. About 25 percent have now seen a color program (50 percent more than last year's figure). Reactions were mixed, ranging from disappointment to extremely favorable comments. About half of TV owners said they would like to own a color set. They would be willing to pay $363, up from last year's figure of $336.

There Are Other Problems

Portables and color were only the two most obvious problems confronting the industry during the year. A whole list of additional problems promise still more headaches for the industry. There is, for example, the possibility of reallocation of channels (and the outside chance that some day a wholesale switch to UHF might be ordered by the FCC). The industry last year faced a competitive situation which saw a half dozen familiar brand names disappear in 1956 alone. Nor were these the only problems besetting the TV manufacturer in 1956. The question of central service was becoming more acute and the shuffling of distributors continued at what was sometimes an alarming rate. Complicating all of this was a market which did not materialize as expected. None of these problems was solved or near solution as the year ended. Manufacturers and retailers had good reason to look forward to 1957 with caution.

Some of these headaches may be years in developing; others may never materialize. Take the matter

(Continued on page 296)

THREE YEAR SALES SUMMARY — Radios

HOME RADIOS	1956	1955	1954
Units Produced	3,800,000	3,393,800	3,067,600
Average Retail Price	$25	$29	$29
Retail Value	$95,000,000	$97,575,000	$88,193,500
PORTABLE RADIOS			
Units Produced	2,900,000	2,027,500	1,333,500
Average Retail Price	$39	$35	$32
Retail Value	$113,100,000	$70,861,000	$42,472,000
CLOCK RADIOS			
Units Produced	2,500,000	2,243,700	1,874,900
Average Retail Price	$34	$34	$31
Retail Value	$85,000,000	$76,173,600	$58,121,900
	Jan. 1957	Jan. 1956	Jan. 1955
Homes Owning Radios	47,700,000	46,800,000*	45,900,000*
Homes Without	1,900,000	1,700,000	1,500,000

*NBC estimate

of re-allocations, for example. To stimulate the growth of UHF the FCC is studying the technical possibilities of switching all telecasting to the UHF band (and while this is underway undertaking limited de-intermixture of some existing markets). There can be no question of the troubles facing UHF telecasters today. Of the approximately 470 stations on the air only 90 are UHF. In early 1954 about one out of every four sets was factory-equipped for UHF. This is now 13.4 percent.

Other problems, however, are more immediate than the prospect of re-allocation. The highly competitive nature of the business has cut the number of manufacturers by better than half—and not all of the victims have been small, marginal producers. During the year just past over a half-dozen familiar brands (Stromberg-Carlson, CBS-Columbia, Sentinel, Sparton, Capehart, Raytheon and Crosley) either disappeared completely or were taken over by others.

Saturation: It Hurts

A number of factors have contributed to the competitive nature of the industry. Not the least of these has been the phenomenal growth of the industry itself and the resulting high market saturation. To a growing extent manufacturers have been forced to rely on the replacement and second set markets. The size of this problem can be grasped by studying ELECTRICAL MERCHANDISING'S annual replacement and trade-in survey. In 1955 dealers reported that 61.2 percent of sales were made to homes without a set. In 1956 this dropped to 47.8 percent. In 1955 about a quarter of the replacement sales involved a trade-in. In 1956 better than a third (36.6 percent) involved a trade. (Of the sets accepted as trades dealers reported they junked 21 percent, rebuilt and resold almost 44 percent, resold "as is" 21 percent and had about 14 percent still "on hand".)

Available statistics suggest that there was no sharp growth in the second set market in 1956 despite the popularity of portables which have been aimed primarily at this market. The Videotown survey shows that 8.7 percent of TV homes have a second set, an extremely moderate increase over 1955.

A somewhat sharper increase in second set ownership is indicated in the 1956 "Consumer Analysis" of its market by the Milwaukee *Journal*. In 1956, 9.6 percent of households owned more than one TV set. This was up from 6.8 in 1955 and 4.4 in 1954. It should be remembered, however, that the Milwaukee market, according to the *Journal* study, has a saturation of 95.8 percent. The second-set ownership rate in such a market would naturally be higher than in other areas where saturation is much lower.

Nationally, saturation is estimated by ELECTRICAL MERCHANDISING to be about 80 percent.

NBC research says that there are 42.3-million sets in use in 38.4-million homes. This means a saturation of 80.5 percent (based on a total of 47.4-million wired homes). It also indicates that there are 1.1016 sets per TV household.

Still another set of figures available for use in computing saturation are those compiled by the Advertising Research Foundation and released last fall. They cover the market as of March, 1956, and show that 35.5 million households then had TV (for a saturation of 73 percent of households). On a regional basis the northeast and north central regions have the highest ownership with saturations of 82 and 79 percent respectively. Thirteen states have saturations of better than 80 percent and the same number have saturation of less than 60 percent.

Still further ownership data is compiled on a quarterly basis by Market Research Corp. of America (using a 5800-family panel). The July ownership figure indicates a saturation of 76 percent(compared with 74 percent at the beginning of the year). Here, too, the northeast and north central regions show the highest saturation. Biggest gains seem to have been shown by farms (up three points to 54 percent), cities under 2500 (up from 63 to 67 percent) and cities of 2500 to 50,000 population (up from 62 to 65 percent).

Where They Were Sold

Regional information on current sales is available through study of ELECTRICAL MERCHANDISING'S annual survey of utilities. These firms report estimated retail sales in their areas and the 1956 study shows that the West South Central region had the best selling rate, 152 sets per 1000 customers. The West North Central region was second, thus duplicating the 1955 results. Projecting these estimates to national totals, however, would indicate that only 5.9-million TV sets were sold during the year. This is more than a million under industry estimates and suggests that utility men are not in as close touch with movement of TV as they are with white goods sales.

A more accurate index on regional standings is contained in the chart, "How The Appliance Market Is Divided" which appears on page 90 of this issue. These figures show that the Middle Atlantic, East North Central and South Atlantic regions rated one, two, three. As the chart accompanying this article indicates, this rating parallels the ten year average for 1946 to 1955. The two top regions, for example, have absorbed about 50 percent of shipments in that ten year period while the Mountain region and the East South Central together have accounted for only 6.55 percent. By states, New York, California and Pennsylvania have ranked at the top.

When They Sell

Seasonal selling figures for the entire year of 1955 are now available but they reflect little change from the pattern set in 1954. About 25 percent of the year's total was done in the final quarter of the year with December (14.27 percent) the highest single month.

RADIO

The experience of the radio industry during 1956 should give considerable comfort to TV marketing men who are worried about the effects of a saturated market.

Radios have labored in a climate of a 90 percent or better saturation since 1948 but this did not prevent the industry in 1956 from registering the best results since 1950. Output of 9.2 million home, portable and clock radios represented a gain of 20 percent over 1955 and 46 percent over 1954.

(It should be noted in passing that figures on auto radio production are excluded from this study since so many of these units are sold as initial equipment and thus bypass conventional marketing channels. As a matter of fact, auto radio did not enjoy the general good health experienced by the home radio industry last year. Auto radio business is tied in rather directly with the fortunes of the auto makers and, reflecting this, auto radio output fell from 7.2 million to 4,750,000 in 1956.)

Dollar volume also rose during 1956, reaching $293 million. This is a gain of almost 20 percent. The increase here does not correspond exactly to the unit increase since there were some price differences during the year. The average price for a home set is now estimated at $25 as against $28.75 a year ago. On the other hand, the average price of portables has increased from $35 to $39 thanks to the growing popularity of the higher-priced transistor sets.

A Portable Year

Relatively speaking portables achieved the most dramatic gains during the year. Production of 2.5 million units was the highest in industry history. For the first time since the appearance of the clock radio in volume in 1952, portables outsold clock units. Percentagewise, a trend which developed several years ago continued to be apparent in 1956; the share of the market accounted for by home sets continued to decline while the newer portables and clocks took bigger slices of the market. Thus, home sets accounted for only 41 percent of output in 1956, down from 45, 49 and 54 percent in the three preceding years. Clock radios took 27 percent of the market, below the 29 and 30 percent figures achieved in 1954 and 1955 but above the 24.9 percent achieved in 1953. Portables took over 32 percent of the market, a sharp increase from 26 percent in 1955 and a gain of 10 percentage points over 1953 and 1954.

As predicted here last year, the growing use of transistors helped portable business along to a record high level. About 31 percent of portables were transistor sets.

Saturation: Still Up

There is little room for saturation to increase in this industry but even so saturation inched upward to 97.6 percent. What has increased—and cannot be measured at the present time—is the penetration of radio. This statistic takes into account multiple ownership of sets. The most reliable figures on this score are still those compiled by the Advertising Research Foundation in 1954 which indicate that 75.6 percent of TV homes and 52.6 percent of radio-only homes have two or more sets.

Once again the Middle Atlantic and East North Central regions accounted for the largest share of factory shipments. These standings correspond with figures for the ten-year period ending with 1955. In that time these two regions have taken over 46 percent of the industry's output.

Seasonal selling curves for 1956 show that once again about 40 percent of the year's volume was done in the final three months of the year. There was few significant changes from the 1954 pattern although somewhat more business was done in the fall of 1955 than in the same period in 1954.

What's Ahead

The industry has proved that saturation of 97 percent does not mean a falling sales curve and with improved distribution, good merchandising, and continuing product innovation the radio industry can look forward to highly satisfactory business in the years ahead. There are no 14-million units years (such as 1946 and 1947) still in prospect but the industry has found that volume such as achieved in 1956 can be most rewarding. *End*

Dishwashers and Disposers

continued

are highly colored by whether or not they are selling them successfully and in volume. One manufacturer, for example, says portables accounted for better than one-third of his total sales and he says he believes "that there is an industry trend toward the portable dishwasher in view of the fact that several competitors have introduced it in 1956 . . ."

A second maker says his portable business increased 260 percent in 1956 and he expects that about 20 percent of industry volume in 1957 will be accounted for by portables.

On the other hand, J. Don Mason of Hobart expresses the opinion of some other makers when he says, "Portability is at best only a substitute until a unit can be built in. Mobility of a unit to and from the sink, hoses and planned storage space all represent an inconvenient method of operation."

Another producer says, "There will probably continue to be some market for portables although they won't constitute any large percentage of the market. Portables are not practical in the average kitchen as they still take up space and usually result in more wasted space than built-ins and don't always perform an effective job of washing."

During 1956 portable models probably accounted for slightly more than 15 percent of total industry sales and one manufacturer predicts that in 1957 they'll get a good 20 percent of the market.

The Price Trend

The average dishwasher price for 1956 was $290—a drop of $16 from 1955. Like all averages, this doesn't truly represent the market. In the New York area, for example, General Electric has been consistently selling its built-in model in 1956 for under $200. This writer has seen it advertised for as low as $186. Observation indicates that, for G-E at least, the policy is paying off and it seems reasonable to conclude that the policy represents an attempt to expand the market.

Other manufacturers aren't so sure this type of pricing is a good idea. One goes so far as to call it "over-anxiety of one or two manufacturers . . . we can not understand why there should be a race for cheaper units. The dishwasher has the lowest saturation and must depend on performance for greater acceptance. That means quality, and quality means a satisfactory price for materials and workmanship."

Another takes somewhat the same tack when he says, "Price should not take the place of product efficiency at this point. Believe low cost units void of features and true efficiency will not gain the acceptance and allow for industry growth. $300 is not too much for a well operating unit at these volumes."

Despite these arguments, it seems obvious that the price battle has been joined and, in fairness to G-E, it must be admitted that the unit which has been selling in New York for around $200 is not a stripped-down job.

Who Sells Dishwashers?

One thing that may be said for low prices on dishwashers is that they may give the appliance dealer a little more ammunition to sell against the builder. In last year's study we reported that manufacturers estimated anywhere between 52 and 70 percent of the dishwasher business was going through builders. Sadly, there hasn't been any significant change for the better during 1956. Only one out of six manufacturers commenting on the subject said that dealers "accounted for a larger share of the market in 1956" and he still put the builder share at more than 50 percent. Most other manufacturers say the builder got between 50 and 60 percent of the business. The outstanding exception is the producer who says 30 percent of his sales go for "new construction" and states that not all are builder sales.

The outlook for builder sales in 1957 is not likely to please dealers. One manufacturer, who says that builders did not increase their share appreciably in 1956 because of fewer housing starts, says, "I personally believe that in no case will the builder business decline and it is our prediction that it will increase in 1957. Although there may be fewer starts in 1957 the quality of the homes will be higher; and the fierce competition in the new home construction field will more or less dictate that builders include the latest in appliances. It now appears that the dishwasher will continue as a standard fixture in kitchens in new homes."

On top of this condition, it is still a truism that dealers are not very successful in selling to builders themselves. According to one major manufacturer, "About 10 percent of our appliance store dealers sold one or more dishwashers to builders in 1956 and, in almost every case, the dealers were located in small rural areas and the builders put up one to five homes a year."

With builders taking such a large share of the market it's not surprising that many manufacturers don't think the dealer is doing an outstanding merchandising job. The biggest part of the dealer's share is being sold by comparatively few dealers. One large maker even goes so far as to say that five percent of his dealers are doing 90 percent of the business.

Another maker says, "In our case, about 15 percent of our dealers do 75 percent of our dishwasher business at retail. This condition should change considerably in 1957 with more dealers getting into the business with mobile units and more kitchen modernization dealers aggressively selling the idea that no newly-remodeled kitchen is really modern without a dishwasher.

Other makers say that perhaps 10 percent of their dealers do a good merchandising job.

What Kinds Sell?

The gain in the last few years for pump-drain models raises the question: how much of industry volume do they represent? Apparently it varies rather widely from manufacturer to manufacturer. Hotpoint estimates that 75 percent of *industry* sales are pump-drain units. Another maker says that approximately 30 percent of his permanently installed units are equipped with pumps. Another says 28 percent.

Drain gaps (or air gaps) are another feature which add to the cost of a unit and some areas have ordinances requiring their use. One maker says, "A drain gap would probably average at least $10 additional cost for installation, but there are only three or four areas where they are required."

Another maker says, "About 10 percent of all dishwashers sold this year were installed in areas where an air gap is required: An air gap adds $10 to $15 to the cost."

Detergents

One of the big improvements in dishwashers in recent years hasn't involved mechanical design at all. New and better detergents have undoubtedly done more to stimulate sales than they have been credited with doing. As Hobart's Mason says, "Detergents are vastly improved and 1956 saw greater gains in this direction; in fact, one major supplier of detergents just entered the field in 1956 (Procter and Gamble with "Cascade"). Varying water conditions are natural problems, but in all fairness most of them can be solved with one of the detergents now on the market. There has been much less spotting and our customer letters will prove this."

Best Markets

According to the utilities answering our 1956 survey, the best market for dishwashers still is the Pacific Coast area where sales averaged 16 per 1,000 electric customers. The next best areas were the South Atlantic with 14 and the West South Central with 13. Average for the U.S. is 9.06 sales.

Disposers follow a somewhat different pattern. As with dishwashers, sales are best in the Pacific area, 33 per 1,000 customers, but the next best marketing regions are the Mountain and the West South Central states with 12 each. Average for the U.S. is 12.57 sales per 1,000 customers.

Builder Sales

As with dishwashers, a large share of the disposer business—at least half—goes through builders, and a few makers expect the builders slice of the pie to get bigger this coming year. But, oddly enough, manufacturers aren't so critical about the merchandising job done by dealers as they are with respect to dishwashers.

One producer expresses his feelings this way: "In 1956 the appliance dealer turned into a very powerful factor, at least for this company, in that disposers are being treated more as a traffic item than heretofore. I would now guess that 40 out of every 100 appliance dealers could be considered doing a reasonably adequate merchandising job."

Of three other makers, one says 20 percent of his dealers do an adequate merchandising job; one says 10 percent; the third says only five percent.

Coming up is what promises to be the best year that either appliance ever had. An average of manufacturer predictions for disposers gives them a total unit volume in 1957 of 591,667 units—which is probably conservative.

Dishwashers, according to the averaged predictions of four makers, should reach 481,000 units. *End*

THREE YEAR SALES SUMMARY — Food Waste Disposers

	1956	1955	1954
Units Sold	590,000	520,000	410,000
Average Retail Price	$110	$115	$115
Retail Value	$64,900,000	$59,800,000	$47,150,000
	Jan. 1957	**Jan. 1956**	**Jan. 1955**
Homes Owning	3,118,000	2,553,000	2,059,000
Homes Without	44,297,000	43,447,000	42,718,000

CONTINUED FROM PAGE 125

national ads, distributor and dealer mat books, and point-of-sale material. Also, it can be used as a center-piece theme for distributor and dealer sales meetings and as an editorial subject for house organs. We are now developing a manufacturer tie-in booklet containing ideas and suggestions for more effective manufacturer programs.

The development of all kinds of promotional aids has so far been one of LBE's long suits. Included on its order form for advertising and sales promotion materials are no less than 44 items running all the way from banners, decals and window streamers to publications, direct mail pieces, ad mats, billboard posters and radio-TV commercials. To date some of the most extensive use of these materials has been made by LBE's first group of allies, the utilities, who have been ordering them both for themselves and for dealers.

In 1956 utilities were the instrument which got LBE off the ground.

QUESTION: *What about utility efforts to conduct retail promotions in 1957? How many utilities will participate?*

BOIAN: *Utilities were the spearhead of local promotions throughout 1956 and we expect them to be even more active this year. Many of them—both merchandising and non-merchandising, have definite plans to blanket their service areas with strong advertising and promotion including newspaper supplements, radio and TV, billboards, car cards, and every type of available media. More than 300 utilities are now participating in Live Better Electrically and a majority of them will have active programs this year.*

A good example of what Boian is talking about is the combined program of the Los Angeles Department of Water & Power and Southern California Edison. Together with other industry members these two companies plan to spend about $1,000,000 in the next 12 months promoting ranges and dryers with an LBE campaign. Another example is Cleveland Electric Illuminating's policy of requiring the LBE symbol in co-oped advertisements. And up in New England the Boston Electric Institute has been ringing the ears of consumers with an LBE jingle on the radio 800 times in two months.

Promotions like these, whether run by utilities or by cooperating manufacturers, cost money. So far, LBE has been faced with a double expenditure — selling the promotion to the industry and kicking it off at the consumer level.

QUESTION: *How does LBE effort divide between trade promotion of all types and promotion direct to the consumer?*

BOIAN: *Seventy-five percent of the effort is devoted to consumers, including national magazine advertising, national television and local advertising and promotion. The other 25 percent is being spent to encourage trade interest and to show various groups how to capitalize on the program.*

According to Tide magazine the 1956 budget for expenditures by the LBE team was about $2,000,000, by participants another $3,000,000. This year's LBE budget will be about the same (although more of it will be spent in new directions) and the industry itself will spend several times the 1956 total. Since Boian describes the program as running for a minimum of five years and "more likely ten years and possibly longer, depending on the opportunities for further market development" the eventual outlay by all segments of the industry will reach astronomical totals.

Boian emphasizes, however, that expenditures by individuals need not be either excessive or large.

QUESTION: *Would active participation by appliance retailers in LBE be likely to be expensive?*

BOIAN: *Definitely not: Retailers who tie in will find that they spend no more than for promotions they would be running anyway in preparation for peak selling periods. Since LBE is a central sales theme, it's also a convenient hook on which to hang all regular promotions without spending any additional money.*

Boian points out that even the promotional materials will probably be made available to retailers by many manufacturers, distributors or utilities at less than their cost. Some of these materials cost very little to begin with. Fifteen-inch decals of the LBE symbol, for example, cost only 25 cents. The 72-page consumer idea booklet sells to anyone for 10 cents. TV film commercials sell for $5 and $3. A 24-sheet billboard poster is $2.75.

QUESTION: *What would the best thing a retailer could do to take advantage of LBE?*

BOIAN: *Use it as a central sales theme in merchandising and promotion. As a starting point, several specific ideas were illustrated in a four-page message in the Sep-*

(Continued on page 300)

Live Better Electrically

CONTINUED FROM PAGE 299

tember issue of ELECTRICAL MERCHANDISING (pages 171-174) and other dealer publications. Many other ideas will be suggested by utilities, trade associations and manufacturers. From these the retailer can select the most practical ones for his own market.

Here again, LBE leans over backward in an effort to avoid dictating specifically to the industry on how to use this program. The dealer magazine ad suggested in-store appliance demonstrations tied in with the theme of how to live better electrically, use of the emblem in ads, showings of the "Meet Mrs. Swenson" movie, LBE tags on merchandise, window displays, etc. It also suggested a jingle contest based on the LBE musical theme. Dealers could offer a prize for the best jingle that fits the theme and encourage store traffic and sales thereby. A variation might ask prospects to complete in the usual 25 words or less a sentence beginning with "Everybody profits when they live better electrically because. . . ."

Boian describes the main objective of LBE this way: "To increase sales of electrical home equipment. Naturally, as the sale of appliances increases, homes will have to be rewired to provide sufficient capacity." That means a close tie-in with the EEI Housepower program—which LBE has. But, however important it may be, rewiring is not the primary objective of the appliance dealer.

QUESTION: *All right. LBE is a big program, but what's in it for the dealer?*

BOIAN: The appliance-television dealer can use it to create direct sales for his immediate benefit. More than that, this program is a tremendously powerful industry effort to increase the appliance dealer's share of the consumer dollar. In other words, it helps sell Mrs. Jones on the idea of buying electrical living instead of some other type of consumer merchandise. And it will do it with a continuing national and local campaign and with a variety of tested promotional aids. But from there on it's up to the dealer. He can capitalize on it only if he picks up all available aids and ideas and adapts them to his own selling operation. End

Air Conditioners and Fans

February is the month for Electrical Merchandising's annual air conditioning and fan issue. It will contain market studies on both these products, articles on dealer sales methods, the growth of the central system market.

you can count on

Magic Chef

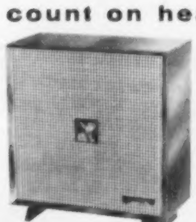
the '57 line that's styled to

turn heads...into sales!

In-demand copper accents are a sales clincher too!

Here's 1957 sales magic . . . magic to catch a feminine eye, turn a feminine head, fire a feminine imagination . . . magic to turn *desire* into *sales!* For the cooking-wise woman knows that the *most famous name in cooking* means more modern features than any other range. She knows she can count on MAGIC CHEF to turn out perfect meals every time . . . on MAGIC CHEF styling to make her the envy of the neighborhood. And *you* can count on MAGIC CHEF's sparkling 1957 line to turn sales as fast as it turns heads!

count on heater sales zooming!



Yes, you can count on MAGIC CHEF'S complete line of home heaters for real sales excitement . . . because you can offer your customers smart HI-FIre and TV styling . . . dependable heating . . . modern color harmonies!

WE'LL SEE YOU IN CHICAGO

. . . and you'll see these '57 sales boosters!

Room 1164, Merchandise Mart
Or 517, Furniture Mart

MEET YOUR TWIN AND WIN!

Pick up your "twin" number at our display, and find your twin. It's fun . . . and it's profitable!

MAGIC CHEF, INC., ST. LOUIS 10, MO.

THE 1957 Royal Monarch

MANUFACTURED BY CENTRAL RUBBER & STEEL CORPORATION • FINDLAY, OHIO

ELECTRICAL APPLIANCE NEWS

NEW PRODUCTS

ANNA A. NOONE

New Products Editor

REVCO Bilt-Ins

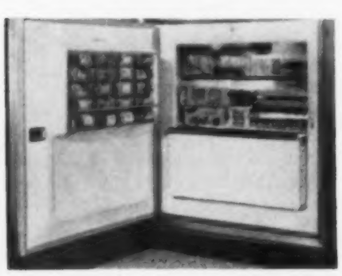
Revco Inc.,
Deerfield, Mich.

Models: RC-87 custom refrigerator and RI-97 ice maker refrigerator; FC-77 custom freezer and FU-67 undercounter freezers.

Selling Features: RC-87, 8.4 cu. ft. refrigerator has automatic therma-cycle defrost system; food at arm or eye level; square interior with flexible shelf; handy door shelves with butter and cheese conditioners, enclosed portable egg basket, plenty door storage for bottles and small packages; removable clear plastic covered meat keeper; adjustable shelves; giant crisper; automatic interior light; temperature control; choice of custom finish or colors.

RI-97, 8.1 cu. ft. ice maker has 26 lb. capacity fast freeze compartment; room for 6 ice trays; push-button automatic defrost; adjustable or removable shelves and sliding shelf; butter and cheese conditioner; covered vegetable crisper and large meat keeper; may be used alone or in conjunction with Revco Custom refrigerator or freezer; compressor may be installed above, behind grille, or remote up to 8 ft.

Undercounter freezers have 5.7 cu. ft. capacity; aluminum liner with bonded aluminum tubing for fast-freeze; baskets for small packages; auxiliary ice tray storage; roll-out drawer for bulk packages; auto-loading frozen juice rack on door; temperature control goes 20 degs. below; automatic interior light; left or right hand doors; choice of custom finish or colors; compressor recessed in upper right hand corner of freezer cabinet; matching wood panel door fronts available.



RCA-WHIRLPOOL Refrigerators

Whirlpool-Seeger Corp.,
St. Joseph, Mich.

Models: RCA-Whirlpool refrigerator line includes 10 units—7 combination refrigerator-freezers and 3 conventional refrigerators.

Selling Features: Imperial combination features a built-in air purifying system said to decrease food spoilage and end refrigerator odor by circulating coldair sanitized by ultra-violet rays emitted by lamp at top of cabinet interior; air circulating system in door distributes air through cabinet.

Top-of-line combinations available in 2 sizes: a 15 cu.ft. model with refrigerator above freezer; and 2 13-cu.ft. models in choice of top or bottom freezer location. Other models in line include a 12 cu. ft. single-door combination with refrigerator at top or bottom, a 12 cu. ft. automatic defrost designed as companion to a separate freezer and 3 conventions in 8 and 12 cu. ft. sizes.

15-cu. ft. Imperials feature transparent, slide-out, removable meat keeper, twin porcelain-enameled crispers; 3 glide-out shelves; door has 22 lb. capacity tilt-out fruit bin, cheese keeper, bacon keeper, temperature controlled butter keeper and removable egg racks; door also accommodates half-gal. milk containers etc. An ice water tap is optional. Freezer section beneath refrigerator holds 116 lbs. and provides 2 fast-freeze surfaces; a 40-lb. capacity full-width glide-out storage basket and 2 tilt-out door shelves. A new instant ice cube ejector and 4 ejector trays are provided—the bin holds up to over 100 of the new slender cubes.

An optional automatic ice cube tray filler is also available.

A 13 cu. ft. combination duplicates larger model in every respect but size; and a second 13 cu.ft. combination has a 104 lb. freezer on top.

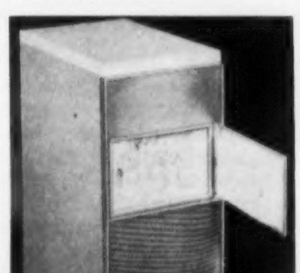
Imperial Mark XII models feature squared-up lines for built-in look and come in a single door combination with freezer on bottom and in a refrigerator only designed to be used as a twin to Imperial Mark XII freezer; these units may also be built into wall, used as room divider or in an island. Automatic defrosting and an ice cube ejector and server bin are standard equipment; ice water tap and ice cube tray filler optional.

Supreme models include a 12 cu. ft. refrigerator with a 95 lb. freezer at bottom of single-door cabinet. An identical refrigerator with 78 lb. freezer on top is also available.

Custom models include an 8 cu. ft. refrigerator.

Deluxe models include a 12 cu. ft. refrigerator; full width chiller tray below a 60 lb. freezer; full width crisper; butter keeper in door and space for 2 doz. eggs and roomy shelves for bottles and cartons. An 8 cu.ft. model features a 26 lb. freezer on top.

Exterior colors include pink, yellow, green or white; with pink and charcoal interiors with gold and chrome accents.



RCA-WHIRLPOOL
Ice Cube Maker

Whirlpool-Seeger Corp.,
St. Joseph, Mich.

Device: RCA-Whirlpool ice cube maker.

Selling Features: Designed for under-counter installation or for use as free standing unit; 16 in. wide; has stainless steel front panel; as cubes are used a thermostatic device senses need to replenish supply; produces 35 lbs. ice per day; storage bin holds $16\frac{1}{2}$ lbs. ice cubes; automatically regulated by demand, unit produces more ice in a solid sheet by directing a flow of cold water over an incrined freezing plate—to form cubes unit sends electrcial current through a grid of crossed wires spaced in $1\frac{1}{4}$ in. squares and the slab of ice melts through wires, cubes fall into stainless storage bin.

GENERAL ELECTRIC
Kitchen Center

General Electric Co.,
Appliance Park,
Louisville 1, Ky.

Device: G-E kitchen center 4-in-1 appliance which combines automatic washer-dryer, Disposall-equipped sink, dishwasher and range under a seamless stainless steel counter top.

Selling Features: Has a built-in water distribution and electric system; requires only one electrical and 2 drain connections—one for hot another for cold to service all appliances.

Center is 9 ft. long; oven is 23 in. wide; large size Disposall dishwasher; at left of backsplash is a cord center with 2 retractable small appliance cords; also built into backsplash is a cleaner container with spaces for soap, scouring pad and sponge.

Accessories include cabinettes which fit atop backsplash for storage or often-used items; optional groupings of center appliances with or without combination washer-dryer and low oven are available. May be placed against wall, in a wall to provide pass-through area; or as room divider or partition.

NEW PRODUCTS

HOTPOINT Refrigerator-Freezers

Hotpoint Co.,
5600 W. Taylor St.,
Chicago 44, Ill.

Models: 1957 refrigerator line includes 6 combination refrigerator-freezers and 3 standard units.

Selling Features: No. 7EP18, 18.4 cu. ft. capacity requires same floor space as standard 12 cu. ft. models; 11.1 cu. ft. for fresh foods and 7.3 for frozen foods; freezer holds 250 lbs.; each compartment has its own cooling system; all models have out-front styling; brushed aluminum door panels; sculptured door handles; safety door latch is non-magnetic.

Two 12-cu. ft. combinations are identical except for "Big Bin" shelf on one door which holds more than 4-gal.; large crisper compartment is removable; both have automatic defrost systems, aluminum door shelves; roll-out aluminum shelves.

7EG12, single door unit has a 75 lb. freezer, automatic defrost, 2 vegetable crispers, butter bin, aluminum shelves and 4 door shelves.

7EL11, an upside down "Eye-Hi" combination has a 123 lb. freezer at bottom; 2 aluminum door shelves; storage for butter, eggs, cheese; freezer compartment has roll-out metal basket; quick freeze shelf; juice rack; tip-down shelf for frozen packages.

RCA-WHIRLPOOL Freezers

Whirlpool-Seeger Corp.,
St. Joseph, Mich.

Models: RCA-Whirlpool 1957 freezer line includes 12 models, include 7 vertical and 5 chest models.

Selling Features: Featured is the 12 cu. ft. Mark XII vertical with built-in look without custom installation; Imperial models available in pink, yellow, green or white trimmed with gold and white harlequin pattern; interiors are pink and charcoal with gold and chrome trim; have exterior safety light to indicate maintenance of proper temperature, key-locked safeguard; dry cabinet construction prevents condensation on doors or cabinet sides; laminated glass fiber forms high density insulation; vacuum tested door seals; preset automatic adjustable temperature controls.

Imperials feature roll-out baskets; slip-out can racks; tilt-out ice cream bin; adjustable door shelves for packages; open-grid gates; automatic disposal system directs defrost water through disposal tube to special evaporator pan beneath freezer. Zero-cold temperature maintained throughout entire freezer; 4 quick-freezing surfaces including top of liner; freezers available with right or left-hand doors.

20 cu. ft. Imperial has 702 lb. capacity; 16 in. Imperial, 559 lbs; 12 cu. ft. Mark XII, 428 lbs;

Custom models have many top-of-line features: 19 cu. ft. unit holds 665 lbs; 15 cu. ft. holds 518 lbs.; 12 cu. ft. Mark XII, 429 lbs.;

Imperial chests has a special blast-freeze fan in fast-freeze basket; operating independently of contact freezing surfaces, the compact blast freezing unit is controlled by push-button on freezer front; signal light.

Removable dividers separate chest into sections; lift-out baskets; top-loading dispensers accommodate generous supply of commercial packages or cans. Self-aligning counter balanced lid adjusts to chest cabinet; light turns on and off when freezer is opened or closed. 2 Imperial models—a 20 cu. ft. model that holds 700 lbs.; and a 15 cu. ft. model that holds 522 lbs.

A 20 cu. ft. 16 cu. ft. and 12 cu. ft. Custom with 700 and 560 lbs. and 420 lb. capacities completes line.

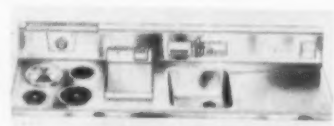
Protection warranties include a 5-year, $200 food spoilage warranty; and a 5-year warranty on hermetically-sealed freezing system and a 1-year warranty on entire freezer.

HOTPOINT Modular Kitchen

Hotpoint Co.,
5600 W. Taylor St.,
Chicago 44, Ill.

Models: Three Hotpoint modular kitchens for 1957: 7 & 9 ft. sizes, No. KL-8, KL-9 and KL-10.

Selling Features: KL-8 is 7 feet; includes 24-in. oven; 15-in. storage drawer; 21-in. sink cabinet and 24-in. pre-plumbed dishwasher; stainless steel top; four surface cooking units; standard pushbuttons, oven timer, griddle outlet, sink bowl and



4 convenience outlets. KL-9 has same features wider storage drawer and sink cabinet (36-in.); automatic unit can also be french fryer and thrift cooker; surface griddle.

KL-10 is 9-ft., has above features, plus 24-in. by 54-in. high oven cabinet, built-in oven with rotisserie, pushbutton switches, minute timer, oven timer. Each available in right or left hand models; white, pink, green, blue, brown or yellow.

RCA-WHIRLPOOL Ranges

Whirlpool-Seeger Corp.,
St. Joseph, Mich.

Models: RCA Whirlpool 1957 range line includes 8 freestanding ranges featuring an illuminated Guide-Line control.

Selling Features: Guide-Line indicates at a glance which surface units or ovens are turned on and the heats at which they are operating; controls at easy-to-reach forward angle on mantel back are mounted on a gold-and-white harlequin patterned panel; Guide-Line is illuminated by full-width fluorescent light which automatically turns on with any surface unit or may be operated independently by switch control.

Squared styling for a built-in look; oven doors are set off with copper picture frame shadowbox effect. Top-of-line models available in pink, yellow, green or white, with charcoal panel across full width utility drawer beneath ovens.

Imperial models include 2 40-in. models one with 2 ovens, 2 radiant heat broilers, built-in Bar-B-Kewer with automatic rotisserie, meat probe and built-in convertible griddle, which with left front unit is thermostatically controlled. Left rear unit has infinite speed control.

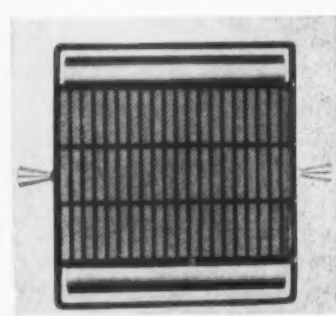
The other 40-in. model has a single oven with 2 broilers, built-in griddle, which with fifth surface unit is infinite heat speed controlled. Left front unit is thermostatically controlled.

30-in. Imperial has built-in Bar-B-Kewer, rotisserie and radiant heat broiler; meat probe optional. 2-set automatic clock in all Imperials.

Supreme models include a 40-in. and a 30-in. model. 40-in. features a large deep well cooker with raisable unit; infinite heat controls on griddle, extra fifth unit and left front surface unit; automatic clock timer for oven, broiler, deepwell cooker and appliance outlet; meat probe optional. 30-in. model has 24-in. oven, radiant heat broiler, automatic clock; meat probe optional. Both have illuminated mantel back.

Custom models include 2 40-in. models; one features a barbeque meat oven with optional rotisserie; bake oven and 2 radiant heat broilers; other has oven with broiler and waist-high utility drawer; automatic clock in both models and a meat probe is optional.

Deluxe 30-in. model completes line; has 24-in. oven, radiant heat broiler.



RITTENHOUSE Door Chime

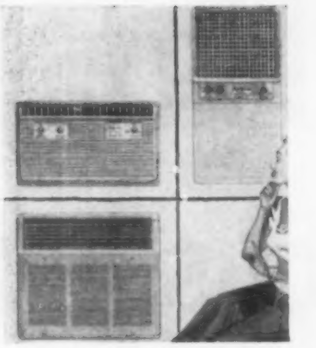
The Rittenhouse Co., Inc.,
Honeoye Falls, N. Y.

Device: "Gem" door chime

Selling Features: Has a black wrought iron grille with 2 brass finish tubes; sounds 2 notes for front door and one note for rear or side door; $7\frac{1}{4}$x$9\frac{1}{4}$ in.

Price: $9.95. Other 1957 models from $5.95 to $89.95

NEW PRODUCTS



AIRTEMP Air Conditioners

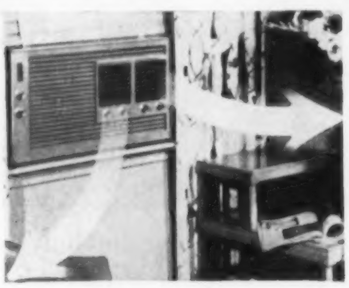
**Airtemp Div.,
Chrysler Corp.,
1600 Webster St.,
Dayton 1, O.**

Models: Airtemp "Dandy Dozen-plus one" includes 7 conventional window conditioners, 3 casement, 3 Imperial "wall-thins".

Selling Features: Custom Royal models include a ventilating control, exhaust control and 2-speed fan; available in ¾, 1, 1½ and 2 hp sizes; new grille design flush window mounting, all conventional window models include automatic thermostat as standard equipment.

Casement models include ½ and ¾ hp models; automatic thermostat; the Custom version is designed for 7½ amp 115-volt operation.

Imperial "wall-thins" include ½, ¾ and 1 hp models; feature thermostat, ventilating control; 2-speed fan are standard features on all 3 models.



KELVINATOR Air Conditioners

**Kelvinator Div.,
American Motors Corp.,
Detroit 32, Mich.**

Models: Kelvinator 1957 line of room air conditioners includes 10 models.

Selling Features: A combination of twin air nozzles and dual sets of directional louvers provides 2-directional cooling; sets of horizontal and vertical louvers direct air from twin nozzles; each set of louvers can be adjusted independently; flexibility of control minimizes drafts, provides cooling where desired.

All models styled in muted-color plastics to blend with all decor; capacities range from ¾ to 2 hp.; accessible, replaceable fiberglas filters.

Thin-style models may be installed in window or through walls; 17¾ in. deep, overhang at a minimum; may be installed through wall for "built-in" appearance with only 2½ in. projecting. 3 Thin-Style series includes two 1-hp models, one 230-v, the other 115-v; and a 1½ hp 230-v. model.

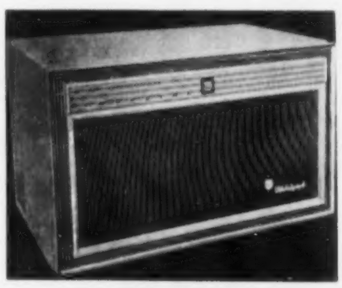
Custom series includes 4 models, a ¾ hp unit for 115 v; two 1-hp models for 115 and 230 volts; and a 1½, 230-v model. Customs feature 2-directional cooling; adjustable thermostat and fan switch; dial-controlled exhaust vent; flush-mounted they extend 4-in. from window sash.

Casement, ¾ hp model is available for 115 or 230 volts; has concealed push-button controls; adjustable thermostat; 2-speed fan; fresh air vent; may be mounted half-out or fully inside.

Masterpiece, a 2 hp model features 3 air nozzles with infinite directional control; adjustable thermostat; concealed push-button controls; 3-speed fan and fresh air and exhaust vent.

Supreme models for through the wall as well as window installation have no side louvers; pushbutton controls; thermostat and damper are adjustable by rotary control. Sizes include a 1-hp 12 amp model; a 1-hp, 230 volt model and a 1½ hp 230 volt model.

Custom models include a 2-hp window model; 2 reverse cycle models which provide heat as well as cooling at flip of switch and 2 specially designed models for casement windows. All have variable speed fan switch; Custom units 2-hp and reverse cycle models have 4-push-button controls and rotary damper switch; Casement models feature rotary controls for damper, thermostat and cooling. Custom 2 hp models fit windows 28 to 40 in. wide; reverse cycle units fit windows 27 to 40 in. wide. Casement models fit most styles and sizes of casement windows. Deluxe models fit 27 to 40 in. windows and include two ¾ hp models one for 115 volt, 7.5 amps the other for 115 volts 10.2 amps. a 1 hp unit for 230-volt and a 1½ hp 230-volt model.



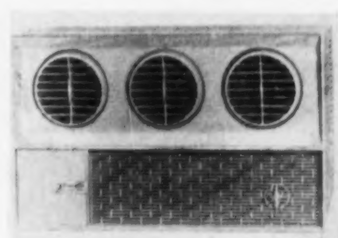
RCA-WHIRLPOOL Air Conditioners

**Whirlpool-Seeger Corp.,
St. Joseph, Mich.**

Models: RCA-Whirlpool room air conditioners for 1957 include 16 compact, streamlined models.

Selling Features: Models for every requirement and for special installations—through the wall, transom, casement windows and in double-hung windows; featured in top-of-line Imperials an electronic filter pulls dust, dirt particles and pollen out of air up to 1/25,000 of an inch in diam; flexible air direction control shunts cooled air to any part of room; air flow direction is adjustable in a complete circle; 2-speed fans-may be operated independently of cooling system for ventilation only.

Slim, top-of-line Imperials feature 6 push-button control of cooling speed, fan speed, exhaust and shut-off; a sliding vent and exhaust switch; sliding thermostat control. Units designed for speedy, weather-tight installation in windows 27 to 40-in. wide; kits for 41 to 54 in. windows optional; models include a ¾ hp 115-volt, 7.5 amp; 1 hp, 115-volt, 12-amp; electronic filter; two 1 hp 230-v same as above; 1½ hp, 230 volt model with electronic filter.



VORNADO Air Conditioners

**The O. A. Sutton Corp., Inc.
Wichita, Kans.**

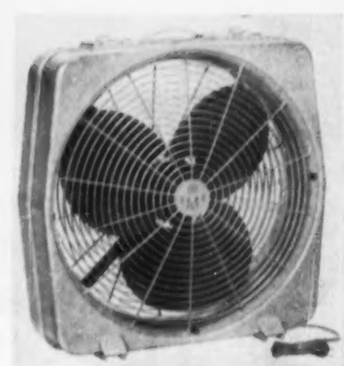
Models: Vornado 1957 room air conditioner line includes 21 models in Custom and Deluxe series.

Selling Features: Twin-Thin line can be mounted in upper or lower sash, throughwall, flush inside or rolled about from room to room; measures 16 in. low x 16 in. thin; controls provide 18 automatic settings; pushbuttons operate 3-speed blower fan; "Super" is for hot days, "Hi" for average; "medium" for nights; blower operates independently for air circulation when cooling is not needed; thermostat, fresh air and exhaust features are standard; directional air diffusers rotate 360 degs; dual air filters with chemical air purifier called "Magic Freshner." Condenser coil incorporates Duo-Flow principle. Available in 2 models: W100C, 1 hp unit for use with 115, 208 or 230 volts and a 1½ hp model W150C for 208 or 230 volts.

Deluxe budget priced series for 110 volt use includes flush mounting, single dial control, thermostat, exhaust, chemical air purifier; 3 color tones. D150C ½ hp unit uses 115 volts; ¾ hp model L75C, 115 volts; D100C, 1-hp, 115 volts; S100C and D100C-2 uses 208 volts; D150C, 1½ hp uses 208 or 230 volts.

Vornado's 2-hp unit that cools up to 5 room home has been completely redesigned for 1957; size has been reduced one-third; push-buttons for automatic control behind cabinet door automatic thermostat, 3-speed blower control; dual air filters; can be installed in average window or mounted flush with inside.

Casement window units C75C ¾ hp and 375C ¾ hp can be mounted half-in, half-out or all inside casement windows; can be used with 115 volt or 230; accessory panels permit normal sash window mounting when desired; gray finish; thermostat, fresh air and other controls concealed behind door mounted on cabinet front.



MEIER Fan

**Meier Electric & Machine Co., Inc.
Indianapolis, Ind.**

Model: M-22 portable window fan.

Selling Features: All-plastic case; molded, colored plastic case of polystyrene available in 3 decorator colors—green, tan or brown; 22-in. plastic grilles aerodynamically designed for greater air delivery and interchangeable for color variety; other features include venturi-type orifice; 3-speed selector switch; thermostat; rubber-mounted motor; recessed control knobs; snap-on window adapter snaps into top of fan to hold it secure when used as a window fan.

3 New Motorola "Early

BIG PRICE CUSHION

BIG "EARLY BIRD" PROMOTION
Featured in
LIFE · LOOK · POST
TOWN JOURNAL
PROGRESSIVE FARMER
SUNSET · EBONY
and the radio show
MONITOR

CONSOLETTE 21T33. Handsome, big screen set on tapered solid brass legs. Distinctive styling, deluxe front, removable tinted safety glass, aluminized 90° picture tube. Also in blond color.

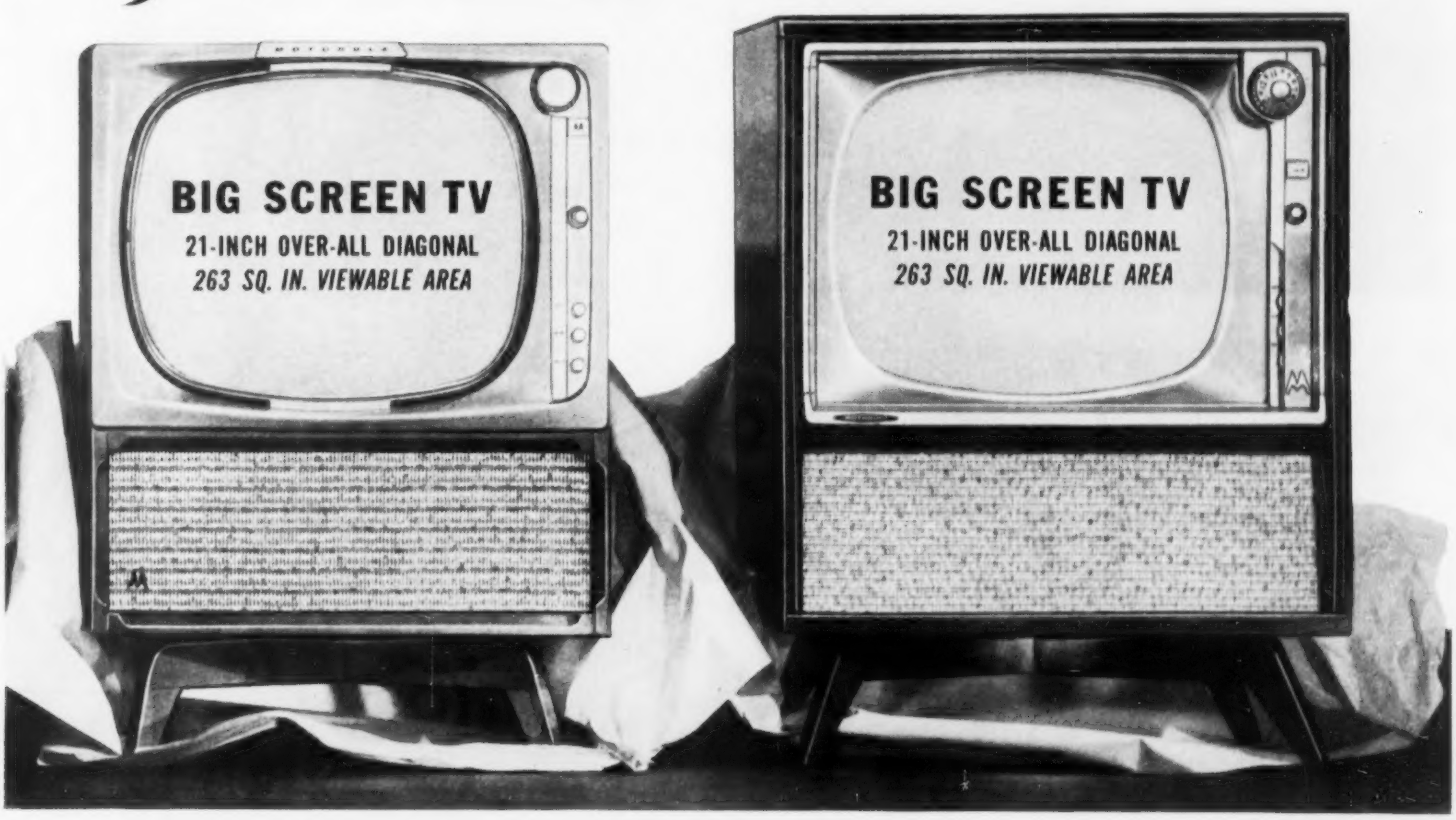
Nationally Advertised

$229.95
Mahogany

BIG CUSHION GIVES YOU ROOM TO DEAL, ROOM TO PROFIT!

Bird" Trade-in Specials

GIVES YOU } **Room to Deal!**
Room to PROFIT!



SWIVELETTE 21C6. Newest idea in table models—has matching base with 8" speaker mounted facing front. Swivels 360°. Big Screen, aluminized 90° picture tube. Also in grained blond color.

Nationally Advertised

$259.95 Mahogany

BIG CUSHION GIVES YOU ROOM TO DEAL, ROOM TO PROFIT!

CONSOLE 21K68. A full-size console on swivel base. Right-Up-Front tuning, pushbutton on-off, aluminized 90° picture tube. Also in blond color.

Nationally Advertised

$329.95 Mahogany

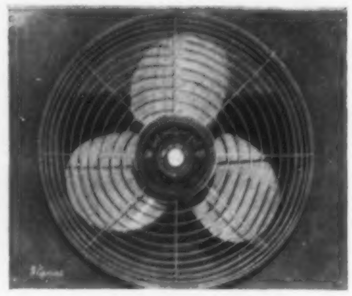
BIG CUSHION GIVES YOU ROOM TO DEAL, ROOM TO PROFIT!

MOTOROLA® TV

World's Largest Exclusive Electronics Manufacturer

In Canada: Addisons Ltd.
Prices higher South and West; Subject to change without notice.

NEW PRODUCTS



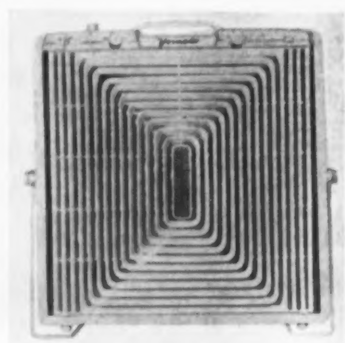
SIGNAL Fans

Signal Electric Div.,
King-Seeley Corp.,
Menominee, Mich.

Models: 1957 Signal fan line includes EP-20, RP-20.

Selling Features: EP-20 exhaust fan rated at 3950 cfm with 3-speed control; window panels expand from 26⅞ in. to 33 in. to fit sash-type windows; 3-tone neutral color styling with expander panels of gray-blue and contrasting darker blue control panel; blades and finger-proof grille finished in gray; RP-20 is similar to EP-20 with an electrically-reversible feature.

Price: EP-20, $39.95; RP-20, $49.95.



VORNADO Fan Line

O. A. Sutton Corp., Inc.,
Wichita, Kansas

Models: Vornado 1957 line redesigned to give greater cooling through "Controlled Energy Action."

Selling Features: Sierra models, newest addition to line has automatic comfort conditioning, magic-freshner that chemically purifies air; pushbutton electrically reversible motor; automatic timer; beacon to indicate current is on; air filter and aerodynamic air-guide grille. Units can be used as room air circulators, set in windows as exhaust and intake fans or on a wheelabout stand for room-to-room use, or on a tri-pex floor stand.

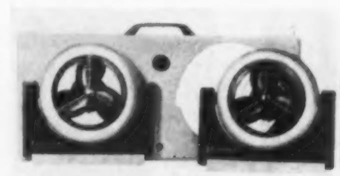
Sierra series includes 4 models: Golden Sierra, No. 20AS, Custom models, No. AR and 16AR; Deluxe model 20AT and Standard models 20A and 16A.

Supreme circulators in contemporary styling has chrome-silver trim; molded jade plastic Safe-T-Guard grille; 2-speed controls; porta-tilt handle; 3 models: 24 SD, 28SD and 38 SD.

4 Deluxe models for budget

minded include 28D, 24D, 20D and 16D.

4 other models include turn-about window fans which serve as intake or exhaust; 2-speed control; built-in spacer panels in 3 models: 40T, 30T and 16T.



Twin convertibles 48TW and 32TW can be used as window fan for exhaust or intake; has snap-out heads for individual use.

Table-top model 28FT has new wrought iron design with glass impregnated top that is burn, alcohol and scratch resistant.

Prices: Sierras from $49.95 to $79.95; Supreme, from $49.95 to $64.95; DeLuxe from $22.95 to $54.95; Turnabout Reversibles, from $34.95 to $74.95; Twin window, $69.95 and $89.95; Pedestal and table-tops, $69.95 and $59.95.

LAU Attic Fan

Lau Blower Co.,
Dayton, Ohio

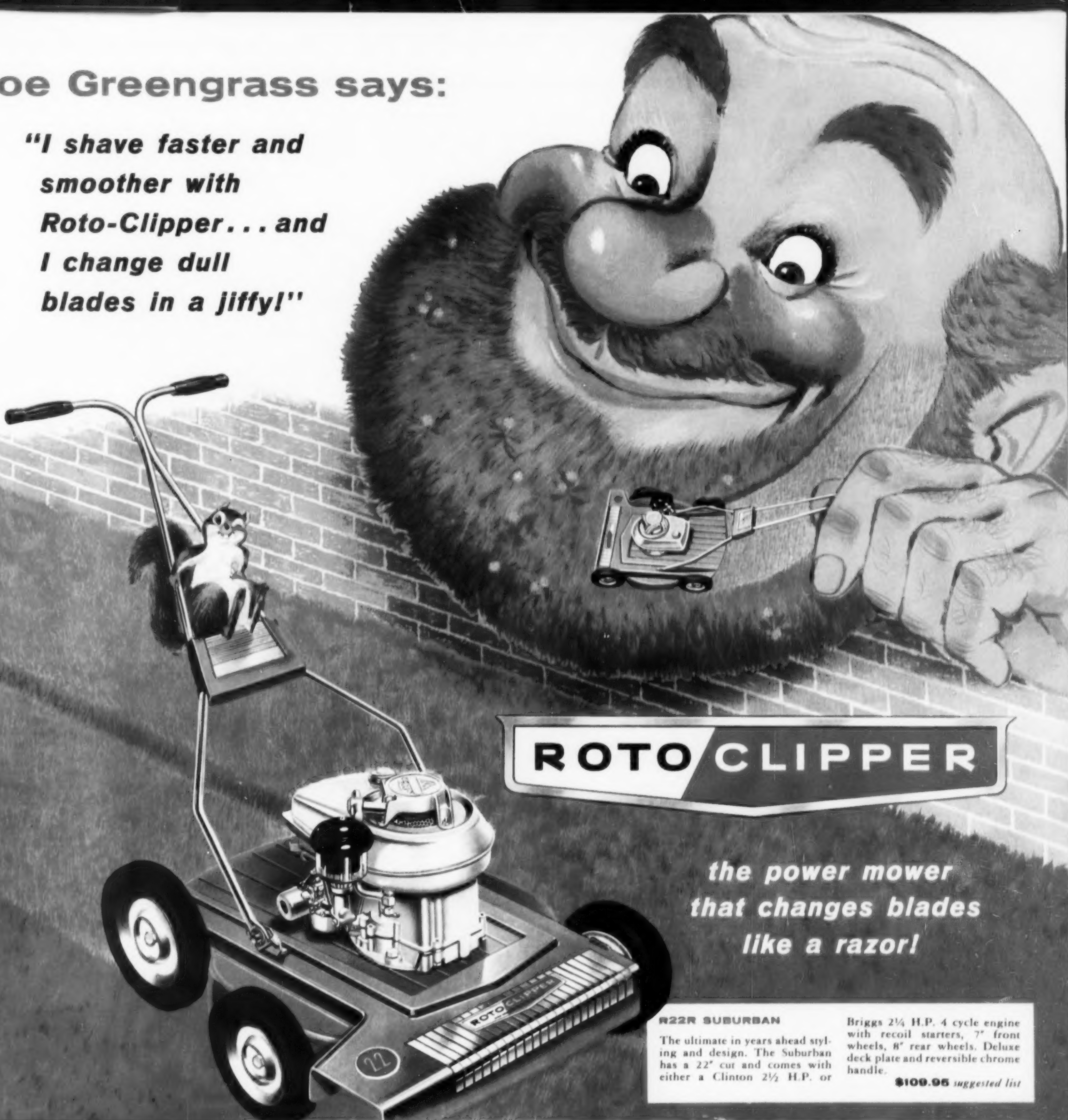
Device: New automatic attic exhaust fan as part of 1957 line.

Selling Features: Designed to alleviate attic heat penetrating to lower floors; can be used with central home air conditioning or without central air conditioning; fan begins automatic operation when attic temperature reaches 95 degs, and shuts off when temperature drops to 80 degs; 16 in. blade diam; moves air at the rate of 1900 cfm; can be installed vertically or horizontally in or near attic louvres; an automatic wall shutter specially designed to match fan is also available.

Price: $39.95; shutter, $9.95

Joe Greengrass says:

"I shave faster and smoother with Roto-Clipper... and I change dull blades in a jiffy!"



ROTO CLIPPER

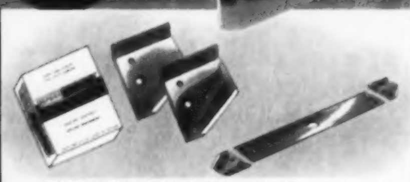
the power mower that changes blades like a razor!

R22R SUBURBAN

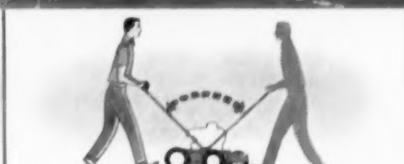
The ultimate in years ahead styling and design. The Suburban has a 22" cut and comes with either a Clinton 2½ H.P. or Briggs 2¼ H.P. 4 cycle engine with recoil starters, 7" front wheels, 8" rear wheels. Deluxe deck plate and reversible chrome handle.

$109.95 *suggested list*

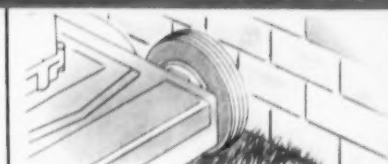
Roto-Clipper's sharper features mow 'em down!



CHANGE THE BLADES and get set for smooth selling! Roto-Clipper's low cost "Speed Blades" are changed in minutes ... like a razor. Special heavy duty ... grip-tite ... fasteners hold "Speed Blades" securely in place with shockproof ⅜" screws. Roto-Clipper's "Speed Blades" shave grass faster, easier, smoother.



FLIP THE HANDLE and mow in either direction ... with equal ease! No more "U-turns!" Roto-Clipper's easy maneuverability saves steps! 14 gauge steel deck is guaranteed 5 years. Show your customers the quality of design and construction in the new Roto-Clipper line that makes it a must for that velvety lawn!



TRIM IT CLOSE with the special housing design that permits trimming within half an inch of fences, shrubs and buildings! Less hand trimming ... less time spent for good lawn grooming! Roto-Clipper has the edge for whisking through grass-cutting chores!

LATHER UP TO HIGHER PROFITS with Roto-Clipper. Its exclusive design combines all the luxury and comfort of modern suburban living into a sleek, efficient easy-to-use popular-price power mower. With eye-catching chrome, futuramic lines and a color scheme pre-tested to sell, they'll really move!

RAKE IN THE SHEKELS with ready-to-sell "Speed Blade" packages! Roto-Clipper owners will want several sets. Blades *merchandise* the blade-changing feature. Place a carton of "Speed Blades" in a traffic-center—watch your sales grow!

PRICES—PROFITS—PROMOTION! There's a Roto-Clipper for every price, every promotion ... from a 19" rotary to a big-ticket self-propelled beauty with a riding sulky! And Joe Greengrass will be around to merchandise Roto-Clippers in your store on counter cards, displays, banners and publicity —besides starring in an intensive local advertising campaign!

WAIT! THERE'S MORE! SEE OTHER SIDE!

DISTRIBUTORS: *Here's your chance to cash in on America's fastest selling mowers.*

FALLS PRODUCTS CO., GENOA, ILL.

Gentlemen:

Send me all the details on Prices, Profits and Promotions with Roto-Clipper mowers!

NAME ________________

ADDRESS ________________

CITY ________ ZONE ____ STATE ________

NEW PRODUCTS

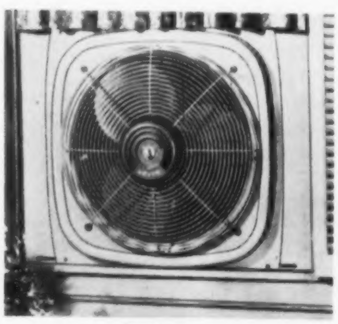
LASKO Fans

Lasko Metal Products,
West Chester, Pa.

Models: Lasko "Airsweep" fans, Executive and Imperial.

Selling Features: Equipped with vertical louvres which oscillate at a rate of 14 times per minute, altering direction of air-flow so that entire room is swept by moving air; both models have thermostats; Executive is electrically reversible, Imperial manually reversible; window-mounting brackets included with each model; fans may also be used on floor or table.

Prices: Executive, $59.95; Imperial, $54.95.



ARVIN Fans

Arvin Industries, Inc.
Columbus, Ohio

Device: 7 stationary and portable fans in 1957 line, 7414, 7614, 7620, 7730, 7731, 7839 and 7849.

Selling Features: Pictured is 20-in. window fan with integral panels, operates as exhaust or intake; switch in center of grille, operates fan at 3 speeds in either direction; fits double-hung window 27 to 36½ in. wide; weatherproofed; motor 3 aluminum, air-scoop blades electronically balanced; antique white with powder blue blades; fixed window installation. No. 7839 is a two-speed exhaust, similar in other respects to above.

Models 7731 and 7730 are deluxe 20-in. 3-speed units with automatic thermostatic control that turns on and off as room temperature varies; both have expandable panels for window use and handle for portable use and reversible motors; No. 7731 finished in charcoal gray baked-on enamel with brass trim; No. 7730, coppertone.

No. 7620, 3-speed, can be used window and portable; coppertone enamel with maroon blades and chrome trim.

No. 7614, 14-in. portable, features pivoting stand directing air flow up or down at any angle. No. 7414, 14 in. portable without pivot stand.

All 20 in. portables can be used on a "hi-lo" pedestal of steel tubing on large rubber wheels with fan held on pivots, adjusting up and down or rotating.

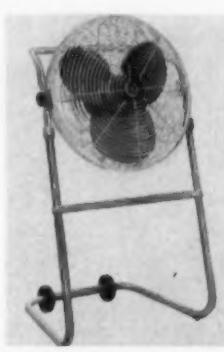
Prices: No. 7414, $29.95; No. 7614, $32.95; No. 7620, $52.95. Window panels $5.50 extra. No. 7730, $64.95; No. 7731, $69.95; No. 7839, $39.95; and No. 7849, $49.95.

G-E Fans

General Electric Co.,
Housewares & Radio Div.
Bridgeport, 2, Conn.

Models: G-E 1957 fan line features a new 20-in. portable W-6; a restyled 20-in. roll-around P-2, and a redesigned all-purpose model A-2.

Selling Features: Portable W-6 can be used as window fan or carried from room to room as a circulating fan; lightweight with disappearing carrying handle; features safety grill guards and 3-speed control; easily reversed in window; grey-and-white finish.

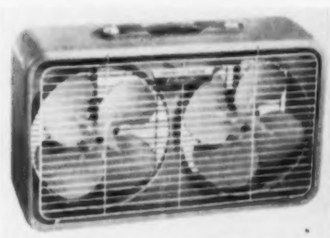


P-2 roll-around mounted on chrome handled stand adjusts to any height from 45 to 62 in.; can be rolled from room to room; 3-speed fan has new safety grill; mounted to rotate full 360 degs.

A-2, all-purpose fan has redesigned egg-shell and grey finish; lightweight modern cabinet for easy portability; totally enclosed case; deep cabinet; close-set grill-

work for safety; adaptable for window, table, floor or wall use.

Other fans in 1957 line include two electrically reversible 20-in. window fans W-3 and W-4; a 3-speed window exhaust fan, W-2; twin-fan ventilators with two 12-in.



fan blades, T-3; low-cost kitchen ventilating fan W-21; floor circulator with 2 fan blades, F-3; low-cost utility fan, N-1 and three oscillating fans.

Prices: W-6, $39.95; P-2, S$59.95; A-2, $29.95; Other models from $9.95 to $69.95.

R & M-HUNTER Hoods

Hunter Division,
Robbins & Myers, Inc.,
Memphis, Tenn.

Models: R&M-Hunter ventilating range hoods.

Selling Features: Blower and vent may be located at any point in the cabinet with a single cut of the top plate, allowing full freedom from joist or stud interference; even illumination of cooking surface furnished by double-socket lighting fixture in hood; steam vapor and products of combustion exhausted by twin centrifugal blower with replaceable filter; vents horizontally or vertically; available in 30, 36, 42 and 48-in. lengths, in coppertone, stainless steel or white finishes; matching splash plates available.

Prices: 36-in. coppertone hood, $38.50; blowers, $39.70; stainless steel models slightly higher, white models slightly lower.

RCA-WHIRLPOOL
Washer-Dryer Combination

Whirlpool-Seeger Corp.,
St. Joseph, Mich.

Device: RCA-Whirlpool combinaiton washer-dryer uses new washing action.

Selling Features: Gives clothes a shower instead of a bath; 29 in. rotating cylinder rotates in a 3-gal. capacity water well and a powerful stream of filtered, sudsy water sprays clothes; as water circulates through lint-catching filter, suds.

Interior condensing action sends steam down drain during wash and dry cycles; drain pump is optional; flexible cycle may be stopped at any point; indicator light shows stage of operation.

Cycle includes a 10-min wash, 2 swirl rinses, 2 power rinses; during wash temperature is raised by 1000-watt element.

2 square trays slid out for convenient loading; large space for silverware; detergent cup for easy fill.

REGO Clocks

Rego Clock Co.,
Rego Park 74, New York

Models: Line of battery-powered, wireless mantle and wall clocks.

Selling Features: These clocks designed to operate accurately for two to three years on two conventional flashlight batteries; traditional and modern styling represented in line; mantle models feature grained walnut and oak finishes, while metal wall clocks range from tole to modern silhouette models; wireless feature allows clocks to be used anywhere, makes winding unnecessary.

Prices: Range from $10.50 to $49.50, including federal taxes and batteries.

WHAT KEEPS SAM HAGY SOLD

...On The Lines He Carries?

Here is a verbatim excerpt from an actual interview. Survey after survey show that thousands of other retailers share Mr. Hagy's views.

E.M.: "You say you spend 3 to 4 hours with each issue, Mr. Hagy. What do you find *useful* to you?"

Mr. Hagy: *"Well, the editorial articles for ideas . . . and the ads. No question about it, Electrical Merchandising is the most useful publication I read, for ads."*

E.M.: "How about ads on the lines you now carry?"

Mr. Hagy: *"To me, those are the most important ads in the book!"*

E.M.: "Why do you say that?"

Mr. Hagy: *"Why? What else keeps a retailer so sold on a line? I read those ads because they tell me so much I need to know about new product features and specifications, price information, new sales points."*

E.M.: "Do you ever clip them out?"

Mr. Hagy: *"Yes . . . I do when they list sales points. I clip them for my 14 salesmen."*

E.M.: "What ads are you most likely to read?"

Mr. Hagy: *"Well, I'm always on the lookout for HOT items. And I like to keep tabs on my competitors' lines."*

E.M.: "Any other comments, Mr. Hagy?"

Mr. Hagy: *"Guess that's all. Except, I like your magazine, particularly Larry Wray, the editor. To me, there's nothing like Electrical Merchandising!"*

You reach the top when you reach top dealers like Sam Hagy – and your advertising message in ELECTRICAL MERCHANDISING *reaches* and is *read* intentionally by Sam Hagy and thousands of America's leading appliance-radio-TV dealers and distributors and buying executives. Advertise regularly in ELECTRICAL MERCHANDISING to keep your dealers sold on selling – *your line.*

★ ★ ★

Everybody in the appliance-radio-TV business has good reason to know Sam Hagy. President of The Good Housekeeping Shop, Inc., in Dallas. President of the North Texas Appliance Dealers Association. Member of the Board of Directors of NARDA. Brand Name Retailer of the Year in 1955. Certificate winner in 1954. A subscriber to ELECTRICAL MERCHANDISING since 1936.

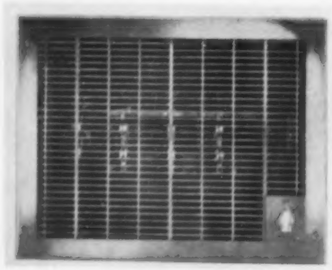
Electrical
Merchandising

alone will cover the market alone

ABC ABP

A McGRAW-HILL PUBLICATION, 330 WEST 42ND STREET, NEW YORK 36, N. Y.

NEW PRODUCTS



ELECTREND Heaters

Electrend Products Corp., St. Joseph, Mich.

Models: "Ray-Vee" wall-type electric heaters.

Selling Features: Designed for baths, kitchens and other small rooms; Nichrome element mounted in heavy-duty rust-resistant frame; high-gloss chrome reflector provides radiation and convection; fits between wall studding 16 in. on center, with no brackets or blocking required; manually and thermostatically controlled models available.

BERKO Heater

Berko Electric Mfg. Corp., 212-40 Jamaica Ave., Queens Village 28, N. Y.

Device: Berko 1320-watt radiant glass portable heater.

Selling Features: No blowers or moving parts; provides silent, maintenance-free radiant electric heat; equipped with thermostat said not to interfere with TV or other appliances; top-located control dial; miniature "in-operation" indicator light; legs equipped with "no-mar" tips; all-metal casing is gray and chrome, or blue and gold finish.

KOZY Floor Mat

Radiant Products Inc., Monroe, N. Carolina

Device: Kozy electric floor mat.

Selling Features: Thin, (¼ in.) heated mat designed to be installed under rugs or carpets; suitable for dens, living room, bedroom, bathroom or any area of cool floors; placed under portion of rug where people normally put their feet; available in five sizes: 22 x 34; 34 x 48; 34 x 68; 68 x 68; and 68 x 101 in.

Prices: From $11.49 to $58.47

PLAY PEN Pads

Radiant Products Inc., Monroe, N. Carolina

Device: Kozy Kiddy play pen pad for play pens, floors and beds.

Selling Features: Consists of 2 sheets of tough Vinyl plastic, with textile fibers between first and second sheet, a layer of new cotton batting 1 in. thick, a sheet of fibrous material reinforced with glass fibers and coated on one side with aluminum; an element that operates temperature is also insulated with a special heat resistant plastic; heat from element is uniformly distributed throughout mat, raising temperature at surface about 10 degs. F. above surrounding air.

Price: $19.95

G-E Room Refresher

General Electric Co., Wiring Device Dept.,

Device: G-E room refresher.

Selling Features: Detroys room odors electronically with activated oxygen or ozone; uses same type ozone lamp used in clothes dryers, air conditioners and vending machines.

Price: $4.95

NEW PRODUCTS

CHROMALOX

Edwin L. Wiegand Co.,
7500 Thomas Blvd.,
Pittsburgh 8, Pa.

Device: Chromalox built-in bathroom heater.

Selling Features: All-metal heater for use in bathroom; equipped with fully-enclosed "Microtube" metal sheath tubular element, backed by a polished embossed chrome reflector wall designed to scatter radiant rays throughout room; heavy-gauge wall box measures 20 in. high by 14 in. wide by 2¼ in. deep, is designed to fit standard stud spacing and to mount easily in either new or existing construction; reflector well and wall box combine to form efficient double-back wall to prevent heat-loss and maintain low back temperatures; chrome front guard; 120 or 240-volt AC connects to built-in terminals of on-off switch; may be wired for automatic control with wall-mounted thermostats; finish is beige baked enamel.

PORTER-CABLE Drill Kit

Porter-Cable Machine Co.,
Syracuse, N. Y.

Device: Model 161-SDK screwdriver drill kit.

Selling Features: For drilling pilot holes, countersinks and counterbores for wood screws, as well as driving the screws; kit includes ¼" adjustable drill, screw setter and screw driver attachment, three twist drills and carrying case; drill has precision-ground gear chuck, trigger switch with lock-button, and heavy-duty, self-lubricating bronze bearings; steel carrying case finished in gray baked enamel.

Ride-A-Mowers

Ride-A-Mower Co.,
Subsidiary of Midwest Mower Corp.,
4927 Delmar Blvd.,
St. Louis, 8, Mo.

Models: Ride-A-Mowers and Eversharp 1957 mower lines.

Selling Features: 1957 Ride-A-Mower line are pedal operated forward and reverse speed models, leaving hands free for manuvering; variable speed control with independent speed control of blade makes it possible to move forward at any speed from 1 to 7 mph; speed can also be reduced on the forward motion when cutting high grass or weeds. Models include the 3¼ h.p. 4-cycle, air-cooled engine, recoil starter, double edge reversible blade and 1 to 3 in. adjustment in cutting height.

Other models include Tractor model T300R with recoil starter; T302R with recoil starter and 2-wheel drive; 24-in. and 30-in. cut, chain drive mowing reels as well as various Ride-A-Mower attachments include 30 in. snow plow, 24 in. roller, dump cart and a 75 lb. spreader.

Eversharp line includes No. 146 22-in. self-propelled rotary mower—starting and stopping is accomplished by lifting or lowering handle; other features include rear-wheel drive; a 4-cycle 2¼ h.p. B & S engine record starter, staggered front wheels and side discharge and a reversible blade.

Prices: Ride-A-Mower models: No. 624, $299.50; Eversharp, $129.50

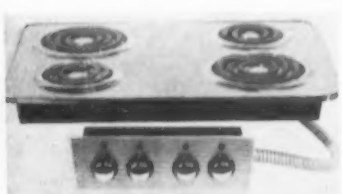
NEW PRODUCTS

WASTE KING Built-In Ranges

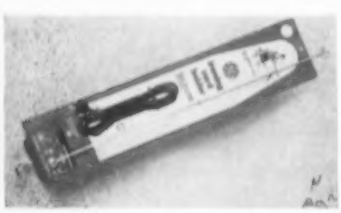
Given Mfg. Co.,
3301 Fruitland Ave.,
Los Angeles, 58, Calif.

Models: Oven model EO and 2 and 4-unit surface cooking tops, ES-26, ES-1618 and ES-2628.

Selling Features: Oven is available in stainless steel, copper, or with yellow green or white porcelain door with chrome trim; oven size is 17 in high and wide, 19¼ in. deep; 1800 watt bake element; 3000 watt broiling element removable for easy cleaning; broiler adjusts up or down; full-view window; eye-level control panel above; has automatic oven-tender controls which include a 4-hour timer and minute-minder; tilt-proof oven racks, and 5 racking levels.



Surface unit ES-26 consists of two 6-in. monotube elements; ES-1618 consists of one 6-in, one giant 8-in monotube element; ES-2628 has two 6-in. and 2 giant 8-in. monotube elements; 6-in. units have 1250 watts, 8-in. size, 2100 watts. all surface units satin-finish stainless steel.

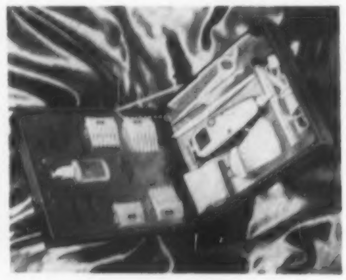


G-E Ironing Cord Holder

General Electric Co.,
Wiring Device Dept.,
Providence, R. I.

Device: G-E ironing cord holder.

Selling Features: Cord holder consists of a flexible arm that holds the iron cord above the work; arm folds down out of way when not in use; sturdy base plate clamps firmly to ironing board, conceals an outlet into which iron is plugged; a 6-ft. extension cord permits ironing board to be located away from wall.
Price: $1.98

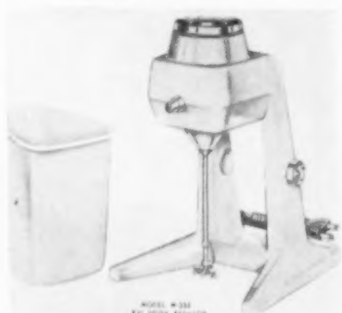


WAHL Barber Kit

Wahl Clipper Corp.,
Sterling, Ill.

Device: New home barber kit.

Selling Features: Included in package are the Wahl single cut electric hair clipper, with pink plastic lid; 4 types of attachment combs for changing the length of cut a pink nylon flat top barber comb plus a regular barber comb, a white barber shears a pink plastic neck cape and a nylon duster for whisking away cut hair; a bottle of Wahl oil and a "how to" booklet.



BURGESS Aerator

Burgess Vibrocrafters Inc.,
Grayslake, Ill.

Device: Burgess drink aerator, M-333.

Selling Features: When switch is turned on air surges downward through stainless steel shaft; air whirls out in form of millions of tiny air bubbles while agitator spins at 3000 rpm; produces fluffy milk drinks, malt etc; available in white, yellow, pink and turquoise.
Price: $22.50

SAXONY Vaporizer

Saxony Electronics Inc.,
Wilmington, 99, Del.

Device: Saxony "healthy glow" vaporizer.

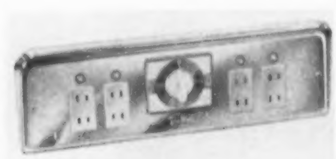
Selling Features: Vapor control dial regulates the steam flow for more efficient operation; jewel night light knob for "easy-to-see" in darkened room plus insulated black iron stand to prevent shock, also "scuffing" table top; available in turquoise, coral and white.
Price: $12.95

SILEX Trivet Set

The Silex Co.,
Hartford, Conn.

Device: Silex "Starlight" coffee server trivet set.

Selling Features: Electric trivet of wrought iron and burnished coppertone aluminum has tiny cut-out "stars" that twinkle through to reflect over-all "starlight" motif of Starlight and carafe decanter server; trivet keeps coffee at perfect serving temperature without over-brewing; a wide mouth provides easy stirring of beverages and is large enough for ice cubes.



DU-WAL Panel

Du-Wal, Inc.,
River Grove, Ill.

Device: Pre-wired appliance panel with eight outlets.

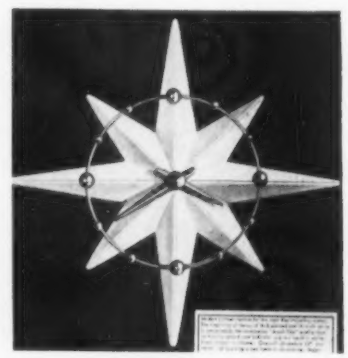
Selling Features: With eight receptacles to handle as many different appliances simultaneously, panel lends itself to installation in a kitchen "appliance center" where compact and convenient grouping of appliances is desired; permits rotisseries, irons, hairdryers, frypans, TV, radios, clocks to be operated at one time without danger of overload; each pair of outlets can take a 2200-watt load, and each pair has individual circuit breakers with reset buttons; polarized receptacles make panel also adaptable to workshop or garage use; wiring is complete within the panel, and only two lead-in connections are required; available in chrome or copper finish.

LINDAVAP Trivet Warmer

Lindavap, Inc.,
Ann Arbor, Mich.

Device: "Williamsburg" table food warmer, trivet

Selling Features: Available in 3 designs: Weathercock, Sunburst and Captive Heart, with porcelain enamel heating plates decorated in colors; 3 legs. "Captive Heart" illustrated, suitable for showers.
Price: $3.98



STAR-FLYTE Clock

Haddon Products, Inc.,
2066 So. Canalport Ave.,
Chicago 8, Ill.

Model: Star-Flyte kitchen clock, Model 106.

Selling Features: This is a miniature version of Haddon Products' Star Lite clock; Star-Flyte is designed as eight-pointed star in chalk white, with plated time indicator ring and hands in choice of brass, copper or chrome; clock's design plus front-setting of hands permit permanent flush-mounting; 12 in. in diameter; 110 volts–60 cycles; AC only; UL approved.
Price: $9.95.

HANDY-HANNAH Foot Massager

Standard Products Corp.,
Div. Landers, Frary & Clark,
356 South Ave.,
Whitman, Mass.

Device: Handy-Hannah dual foot massager.

Selling Features: Built-in a soft gray housing of Tenite acetate plastic; stimulates blood circulation in feet; can be used for both feet at once; controlled by simple on-off switch.
Price: $14.95

ANOTHER Foley FIRST!

Sell MORE MOWERS on easy TIME PAYMENTS

with Foley's new

MOW NOW-PAY LATER
nationwide financing service

FEATURING NO RECOURSE TO YOU

IT'S A FACT! You'll turn more mower shoppers into mower buyers when you sell on easy terms. And now you can do it without large financial outlay . . . without bothering with collections . . . without any risk or recourse to you.

It's Foley's new **Mow Now—Pay Later** easy time-payment plan. You sell your customers on easy terms. Foley's financing service pays you the complete sales price . . . makes all the collections . . . takes all the risk. These time payment plans have proved to be about the most powerful selling tool in America today.

Add to Foley's easy payment plan, their 14-day free home trial offer and you've got the greatest combination you've ever had for selling more mowers to more customers.

What's more Foley offers a complete line of powerful high quality mowers in sizes and prices to suit every customer's need. Backs them up with powerful advertising and merchandising aids. Here's your opportunity to join the thousands of dealers who follow the Foley route to greater sales. Ask your jobber salesman about Foley's financing plan . . .

or SEND IN THIS COUPON TODAY

FOLEY MANUFACTURING COMPANY
MINNEAPOLIS, MINNESOTA

Send for this FREE Brochure on Foley's "Mow Now—Pay Later" plan. Use coupon below.

- △ **customers pay as little as 10% down . . . get up to 20 months to pay**
- △ **you get complete sales price immediately . . . no risk or recourse to you**

Dept. EM

FOLEY MANUFACTURING CO.
3300 N.E. 5th Street, Minneapolis, Minnesota

Please send me information on your "Mow Now—Pay Later" Power Mower Financing Plan.

Name__________

Address__________

City__________ State__________

NEW PRODUCTS

OLYMPIC Radio

**Olympic Radio & TV Inc.
34-01 38th Ave.,
Long Island City, N. Y.**

Model: "Sun Valley" portable AM radio.

Selling Features: 4-tube, portable, battery-operated; available in ivory, gray, red or green; weighs 2 lbs. 7 oz. with standard batteries; 3-in. speaker and built-in ferrite wand antenna; measures $4\frac{5}{8}$ in. high, $7\frac{1}{4}$ in. wide and $2\frac{3}{8}$ in. deep.
Price: $29.95

REGENCY Radios

**Regency Div. I.D.E.A. Inc.
7900 Pendleton Pike,
Indianapolis 26, Ind.**

Models: 2 new table transistor models: TR-61 and TR-62.

Selling Features: Cord or plug-in attachment eliminated; TR-61's rectangular shape has a front curvature; Brazilian Rosewood case; superdynamic twin speakers TR-62 has futuristic lines, wrap-around grille; "Penthouse" base; solid walnut case; permanent magnet speaker; both are self-contained, powered by standard flashlight batteries; push-pull audio output, using 6 transistors and a diode with a superhet printed circuit.
Price: $100 each.

PHILCO Tape Recorders

**Philco Corp.,
Philadelphia, Pa.**

Models: philco stereophonic tape recorders—TR-100 and TR-200.
Selling Features: Both have monitor switch, precision tape index timer, safety switch, push-button controls, dual speaker system, tape speed control, pause control, input receptacle; in both, high fidelity amplifier frequency response range is from 40 to 15,000 cycles, wow and flutter are less than .5 percent, and signal-to-noise ratio is 45 decibels; TR-200 features stereophonic sound playback and is housed in tan and ivory leatherette luggage-type case; TR-100, not equipped for stereophonic playback, is cased in charcoal and tan leatherette.
Prices: TR-100, $199.95; TR-200, $219.95.

WILCOX GAY Phono

**Wilcox-Gay Corp.
743 No. La Salle St.,
Chicago, Ill.**

Device: Wilcox-Gay 3-speed portable phono, Starette Deluxe."
Selling Features: Lightweight, 3-speed portable phono measures $12\frac{1}{4}$ in. wide by $9\frac{1}{4}$ in. deep and 5 in. high; weighs 9 lbs; delivers full fidelity from all 3 record speeds; metal needle; featherweight pickup cartridge and convenient carrying handle. 2-tone washable leatherette.
Price: $22.95.

TANDBERG Recorder

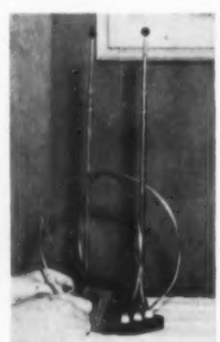
**Tandberg,
10 E. 52nd St.,
New York, 22, N. Y.**

Model: Tandberg No. 2, 2-speed tape recorder and playback unit.
Selling Features: Records music at $1\frac{7}{8}$ in/sec.; heavy-duty heavy flywheel; a flutter and wow-proof belt drive; close-gap record-playback head; 2.5 watts output; electronic eye tube recording level indicator; 5x7 in. speaker; crystal mike; walnut cabinet; weighs 22 lbs. without carrying case; playing time at $1\frac{7}{8}$ speed is 4 hrs. with a 7-in. 1200 ft. reel; $8\frac{1}{2}$ hrs. with new Plus 100 thin-base Mylar tape.
Price: Complete with luggage carrying case, microphone, input-output cord, 7-in. reel of tape, take-up reel and instruction manual, $249.50.

DEKAMIX Hi-Fi

**Ercona Corp.,
551 Fifth Ave.,
New York 17, N. Y.**

Device: Dekamix hi-fi changers
Selling Features: Plug-in shells available for crystal or reluctance cartridges; Ronette crystal cartridge with dual sapphire stylii; intermixes standard and microgroove 7, 10, and 12 in. records at all three standard speeds; non-magnetic, transcription type turntable; acoustically-balanced tone arm; hi-efficiency muting switch eliminates interference during changing cycle.
Price: $29.95

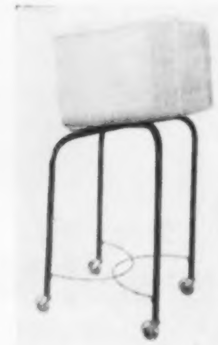


Snyder Antenna

**Snyder Mfg. Co.,
Philadelphia, 40, Pa.**

Device: Directronic indoor TV antenna 8-D
Selling Features: Has modern "Picasso" design; has crossed circular phasing bars which help to clear up "ghosts, shimmy and snow" on screen; phasing bars and adjustable side elements of brass; "directronic" beam selector permits safe electronic selection of clear picture for each channel by twisting dial to proper position. Belt bottom on base prevents marring.
Price: $12.95

BRIEFS

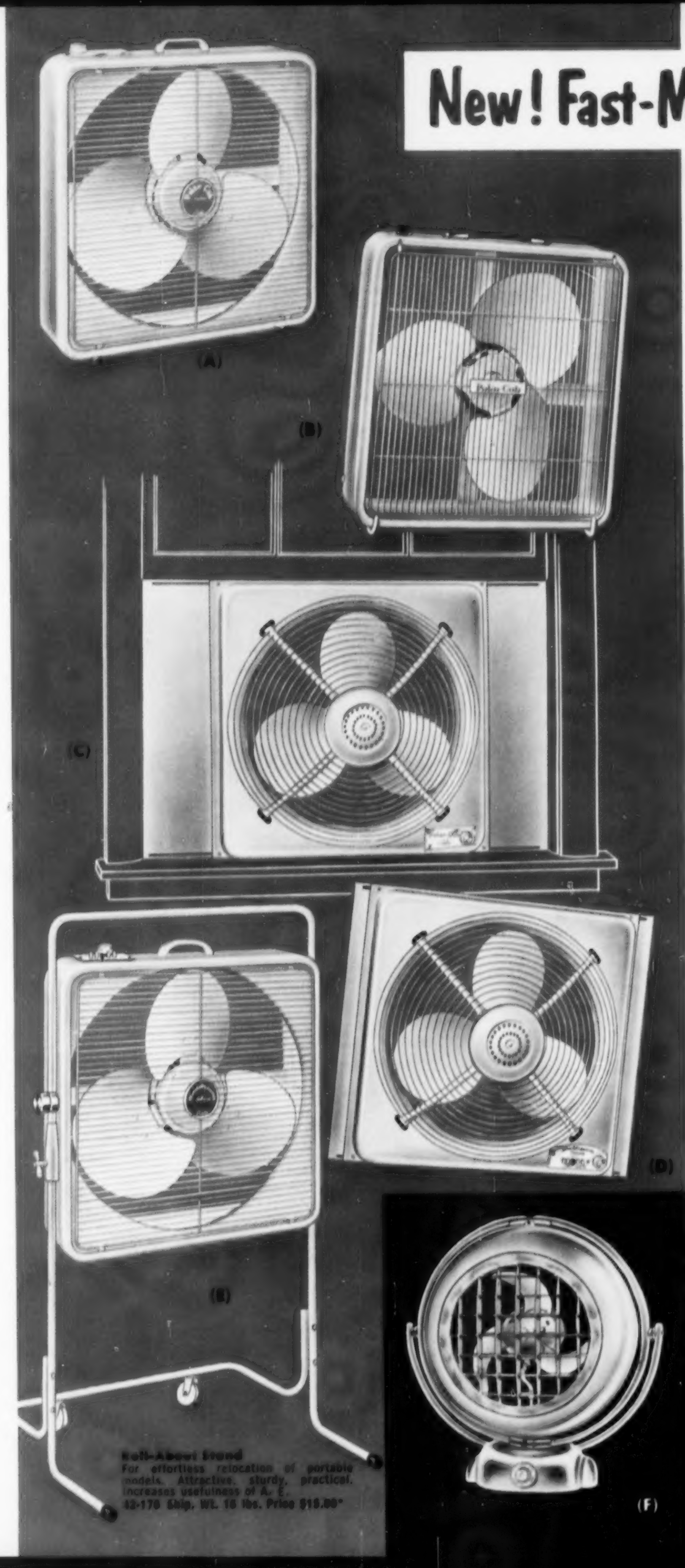


An adjustable, "Dipsy Doodle" TV stand that will hold all sizes of portable TV sets is announced by Guy Hobbs Inc., Dallastown, Pa. Pitched for perfect viewing, it travels on 2-in. lucite casters; a wire bracket fits into different holes to accommodate 14 or 17-in. sets; No. 501 is wrought iron with brass support shelf; No. 502, all brass.

A Color TV Interlock Cheater, a newly developed safety device for color TV servicing is announced by General Cement Mfg. Co., Div. Textron Inc., Rockford, Ill. The new tool is plugged into set where it permits entry of a high voltage probe through its shell; and is said to render a serviceman completely safe when he removes back of set for repairs. List price, 99¢.

Wen Products Inc., Chicago, announces a low-priced, all-purpose $\frac{3}{8}$ in. electric power drill designed to meet needs of home owner and professionals alike. The new model 707 is equipped with latest geared Jacobs chuck with key, is geared down to 1000 rpm for working in metal, concrete, marble or stone. Retail price is $26.95.

Hanson Scale Co announces a new bathroom "weightmaster" with a chrome handle and stow-away bracket so that scale can be hung on wall when not in use; bracket is attachable to tile, plaster or wood without screws or bolts. Available in chrome with colored rubber mats, $11.95 or colored enamel with black rubber mats at $8.95.



New! Fast-Moving, Complete Line

GILBERT® Polar Cub FANS

(A) Custom 20" Portable Fan
Economical, electrically reversible **(instantly)** with 4 speeds. Moves 3800 cubic feet per minute. Quiet, powerful capacitor-type motor, safe-guarded blade. Fully guaranteed. Beautiful fawn grey baked enamel, easy to keep spotless. Safety grill snaps out for easy cleaning. Width 22", height 22", depth 6". Window side panels available (see below).
41-175 Ship. Wt. 32 lbs. Price $49.95*

(B) 20" Portable
Low-cost, high-performance circulator moves 3300 cubic feet of air per minute. Quiet, powerful motor. Glacier green finish. 22" wide, 21½" high, 7" deep.
41-160 Ship. Wt. 23 lbs. Price $39.95*

(C) Custom 20" Window Fan
Low-price, electrically reversible **(instantly!)** window ventilator with same fine performance, guarantee and features of "A." Installs easily. Width adjustable 26½" to 36", height 25¾", depth 9½".
41-170 Ship. Wt. 27 lbs. Price $49.95*

Windstreamer Fans

(D) 20" Deluxe Window Fan
Thinks for itself with built-in thermostat, turns fan on and off at set temperatures. Push-button controls, electrically reversible, 4 speeds, big 3800-cubic-feet-per-minute capacity. Deluxe construction and finish throughout. Beautiful fawn grey baked enamel, easy to keep clean. Quiet, powerful 1/11 horsepower capacitor-type motor, safe-guarded super-balanced blade. Easy installation. Five-year guarantee on motor. Width adjustable 26½" to 36", height 25¾", depth 9½".
43-050 Ship. Wt. 28 lbs. Price $59.95*

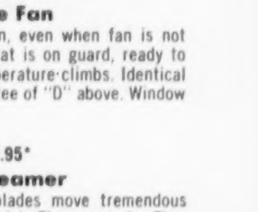
(E) 20" Deluxe Portable Fan
Signal light glows when power on, even when fan is not running. Tells you when thermostat is on guard, ready to turn fan on the instant room temperature climbs. Identical performance, features and guarantee of "D" above. Window side panels available (see below).
Roll-About Stand extra. See below.
43-060 Ship. Wt. 33 lbs. Price $59.95*

(F) 25 M. P. H. Windstreamer
Wind-tunnel design and airfoil blades move tremendous volume of air in high-velocity airjet. Three speeds. Five-year guarantee. Arctic blue-green finish with antique bronze trim and grill. Width 14", height 10", depth 10".
43-010 Ship. Wt. 16 lbs. Price $34.95*

(F) Oscillating Windstreamer
Controlled oscillation swings in any arc you select. Super-high-velocity airjet (30 M.P.H.) moves more air up to 50 feet. Tilts 360°. Same guarantee, finish. Width 17", height 18", depth 11".
43-020 Ship. Wt. 22 lbs. Price $49.95*

Window Side Panels for "A" & "E"
Matching panels fit windows from 28" to 37"
42-165 Ship. Wt. 9 lbs. Price $5.00*

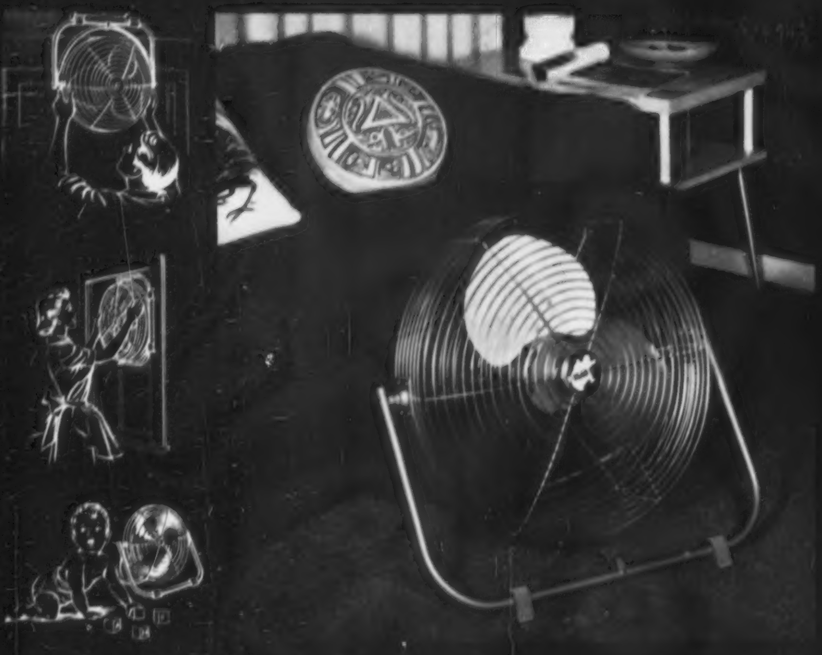
NEW Adjustable Thermostat

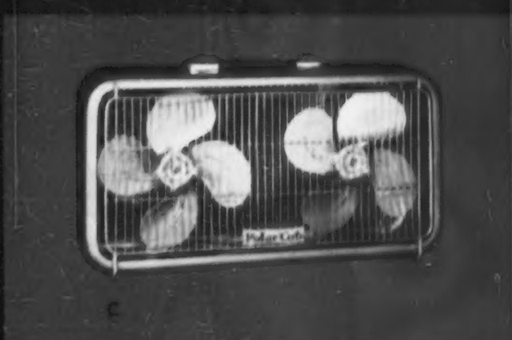


Enables any fan to think for itself, turn itself on when temperature rises, off when room cools.
42-160 Ship. Wt. 2 lbs.
Price $9.95*

*Retail

All fans operate on 110 volts A. C., 60 cycles





4-Most in Sales Appeal

That's the Gilbert line, because:

1. ***Completeness* — full line of consumer-satisfying fans, from 8″ through 20″ — stationary, oscillating, portable, window ventilator and high velocity — the most complete line in the industry.**
2. ***The Gilbert name means quality* — a reputation earned through two generations of service.**
3. ***Traditional values* — the originators of high-quality fans at popular prices.**
4. ***Generous profit margins* — the best in the trade. Compare for yourself!**

(A) 20″ All-Purpose Fan *(41-165)*
America's most versatile fan adjusts to any angle, blows in or out. Mounted on window frame (hanger included), changes room air in 60 seconds. Ideal as floor circulator, desk or table fan. Fully guaranteed. Quiet, powerful motor, guarded aluminum blade, 3300 C.F.M. capacity. Glacier green. Diameter 22″ depth 9″.
41-165 Ship. Wt. 21 lbs. Price $49.95*

(B) 12″ Oscillating Fan *(41-135)*
Champion 12″ of them all. Provides constant cooling room circulation. Quiet, smooth in operation. Automatic safety release stops oscillation, resets at a touch. On-off switch. Glacier green. 15½″ high, 13″ wide.
41-135 Ship. Wt. 10 lbs. Price $21.95*

(B) 10″ Oscillating Fan *(41-125)*
Powerful 10″ version of the Champion 12″. Same spectacular features and top performance. Moves 850 C.F.M. 14″ high, 11½″ wide.
41-125 Ship. Wt. 7½ lbs. Price $15.95*

(B) 8″ Oscillating Fan *(41-115)*
Big value and big breeze at low cost with this mighty mite! A proud member of the same family as the 10″ and 12″ models, and with same features.
41-115 Ship. Wt. 4¼ lbs. Price $10.95*

(B) 8″ Stationary Fan *(41-105)*
All the sparkling value and features of above, but without oscillating action. 10½″ high, 8¾″ wide.
41-105 Ship. Wt. 3¾ lbs. Price $7.95*

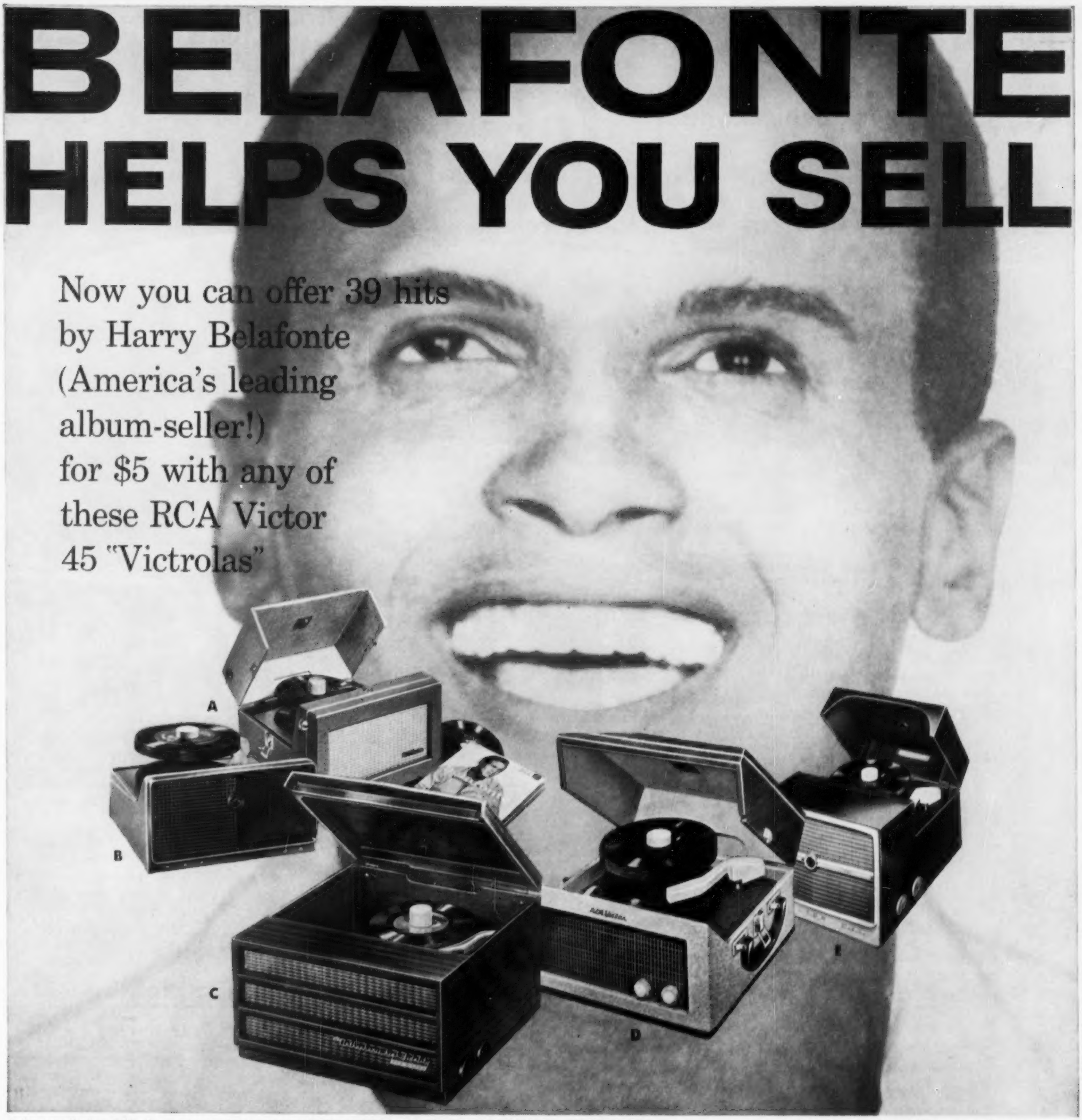
(C) 10″ Twin Portable *(41-150)*
Ideal answer to hot weather needs. Perfect as a window fan, portable floor or table ventilator. Quiet, powerful twin motor moves 1600 C.F.M. Glacier green finish. Quick-removable guard for easy blade cleaning. 23½″ x 12″ x 6½″. Fits horizontally or vertically any window over 24″.
41-150 Ship. Wt. 18 lbs. Price $29.95*

(D) 12″ Portable *(41-155)*
This low-cost high-efficiency circulator will do admirable duty in every room of the house. Safety grill snaps out for easy blade cleaning. Quiet, powerful motor. Glacier green. 13½″ long, 14″ high, 6″ deep.
41-155 Ship. Wt. 13 lbs. Price $19.95*

(E) 10″ Twin Ventilator *(41-145)*
Triple-action operation gives this model versatility few can match. Either blade blows out or in as fans pivot 180°. Powerful, quiet twin motors. 30″ x 11¾″ x 6″. Fits windows 29¾″ to 36¾″.
41-145 Ship. Wt. 15 lbs. Price $34.95*

All Polar Cub fans are fully guaranteed.
All fans operate on 110 volts A. C., 60 cycles

*Retail



A—Lowest priced portable. Brown-and-tan or 2-tone green simulated leather. (6EY3) **$42.95.** **B—Lowest priced automatic "Victrola."** Three 2-tone finishes. (7EY1) **$32.95.** Not shown: Model 7EY2—same as 7EY1 but with extra power. 2-tone gray or 2-tone green. **$36.95.** **C—The Mark VIII.** Lowest priced true Hi-Fi. Multiple speakers. Mahogany finish. (7HF45) **$79.95** (other finishes higher). **D—New portable with special offer.** Give *three* additional "45" EP records *FREE* with this set. Rust and pebble white, green and pebble white simulated leather. (8EY31) **$39.95.** **E—Deluxe automatic "Victrola."** Console-like tone. Black-and-gray or maroon-and-buff. (8EY4) **$49.95.**

Now, Harry Belafonte helps you belt out more profits than ever with the Fabulous "45."

Here's how: every time you sell one of the new RCA Victor 45 "Victrolas" shown on this page, your customer can get a 10-record Belafonte album of "45" EP records for just $5—a fraction of the actual value. There are 39 great songs in all, including hits like "Matilda," "Mark Twain" and "Jump Down, Spin Around."

What a sales pitch! Add this great offer to these terrific 45 "Victrola"® features: more music for less money • most trouble-free changer • Hi-Fi or "Golden Throat" tone • over 1½ hours of music with one loading.

Get in on this great deal—contact your RCA Victor distributor now!

• Nationwide advertising backs you! Two-fisted newspaper ads will help you in 112 markets throughout the country . . . 147 hard-hitting newspapers and Sunday Magazine Sections plus full- and half-page ads in these national magazines: Life, Look, New Yorker, Seventeen, Scholastic Magazines, Ebony. . . . Sell-packed TV commercials on the famous "Producers' Showcase" help finish the job.

Manufacturer's nationally advertised list prices shown, subject to change. Slightly higher for West and South. For the finest in home entertainment, always suggest "New Orthophonic" High Fidelity recordings. ®RCA trademark for record players.

RCA VICTOR
RADIO CORPORATION OF AMERICA
CAMDEN 8, NEW JERSEY

NEW PRODUCTS ...... Television and Radio

PHILCO TV Sets

Philco Corp., Philadelphia, Pa.

Models: No. 3032, 17-in. table model and No. 2006SA, 14-in. portable.

Selling Features: No. 3032, 17-in. table model has tear drop design in all-metal cabinet with a small base that can be placed on a smaller table or stand than conventional design table models; controls are on top of receiver for easy use; available in maroon and ivory, and gold and ivory.

14-in. portable set in an aluminum cabinet with a saddle color finish; has built-in antenna that folds into the top of cabinet; new table model and portable receivers have aluminized picture tubes.

Price: 17-in. $149.95; No. 2006SA, $139.95

SPARTAN Radio-phonos

Spartan Div., The Magnavox Co., Ft. Wayne, 4, Ind.

Model: Spartan 3F-402C hi-fi radio-phono; and Monterey phono 2S202B

Selling Features: Radio-phono model 3F-402C, is a pull-door AM-FM console in mahogany, oak or cherry finish; 15 tubes including amplifier, rectifier and precision tuning eye; amplifier gives 20 watts undistorted audio power with 4 speakers—two 12-in. bass plus two coaxially mounted, 5-in. hi-fi speakers with sound diffusers operating through crossover filter network; intermix record changer plays all 4 record speeds.

New super-selective AM-FM tuner provides for long-distance reception with 8 tubes including tuning eye, 3-gang condenser tuning and tuned RF stage for drift-free static-free performance. 20-watt hi-fi amplifier incorporates 7 tubes including rectifiers and includes 4 push-pull parallel 6V6 power tubes. Controls include advanced fly-wheel inertia tuning, continuously variable wide-range treble, bass and compensated loudness controls plus AM-FM phono selector switch which includes auxiliary input and output for tape recording.

Monterey Phono model 2S202B and S15 remote speaker system, uses 2 stages audio amplification including push-pull output with 6 watts power output; continuously varible bass, treble and compensated loudness controls mounted on outside of cabinet; 3 speakers included in basic cabinet including 2 front-mounted 6x9 in. ovals plus a 5 in. high frequency speaker all equipped with sound diffusers; precision automatic record changer that plays intermixed records of different sizes and speeds equipped for automatic shutoff and heavy duty 4-pole, shaded pole motor; muting switch; 2 speakers—a 12 in. bass speaker and a 6x9 in. hi-fi speaker, both with sound diffusers; mahogany, oak or cherry.

Prices: Radio-phono, $298 in mahogany; phono, $169.80 in mahogany; other finishes slightly higher.

STROMBERG Radio-Phono

Stromberg-Carlson Div. General Dynamics Corp. Rochester, 3, N. Y.

Model: "Jupiter" hi-fi AM-FM radio phono

Selling Features: "Jupiter," a top model in Custom 400 line, has 17 tubes including rectifier and imported tuning eye that covers AM and FM broadcast ranges provides 32 watts peak power output with separate bass and treble controls; frequency response range from 30 to 20,000 cps; push-button selection of phono-radio-auxiliary and microphone. 4 hi-fi speakers include two 8-in. curvilinear mid-range speakers; a 12-in. bass "woofer" and a 3-in. "tweeter" all equipped with Almico V magnets.

Imported Garrard changes plays any of 4 speeds with 4-pole constant speed motor and shuts off automatically; counter-balanced tone arm equipped with diamond stylus. Cabinet in walnut or blonde mahogany veneer has drop door for radio compartment and lift lid for phono section.

Price: $449.95, walnut, $479.95 blond mahogany.

TRAV-LER TV-Radio-Phono

Trav-Ler Radio Corp., 75 East Wacker Drive, Chicago, Ill.

Model: Deluxe Model 721 R 400 radio-phonograph-television combination.

Selling Features; Equipped with a neutrode low-noise, high-sensitivity tuner; fringe area selector switch adjusts for local, fringe or distant reception; has a 9-by-6-in. Alnico 5 elliptical speaker; cabinet styling is modern, with gold-tone escutcheon, decorative panels and matching brass inserts on TV and radio knobs; choice of mahogany or blond cabinet veneers.

Price: $229.95.

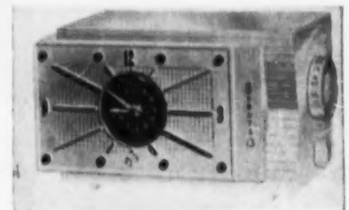
STROMBERG Radio-Phono

Stromberg-Carlson Division, General Dynamics Corp., Rochester 3, N. Y.

Model: Emperor, a recent addition to Stromberg-Carlson's "Custom Four Hundred" high fidelity radio-phonograph line.

Selling Features: Includes AM-FM radio, four-speed changer, and four high-fidelity speakers; 17-tube radio has imported tuning eye for precision visual tuning; changer is of automatic-shutoff type, has rubber-matted turntable for non-slipping, lint-free operation by its four-pole motor, and is equipped with counter-balanced, light-weight tone arm with diamond stylus; housed in the baffle area are a 12-in. concert-type bass speaker, two eight-in. mid-range speakers, and a three-in. tweeter, with cross-over network; all speakers have Alnico 5 magnets; unit's amplifier provides 32 watts peak power output with less than 1 percent distortion at 20 watts; frequency response is from 30 to 20,000 cycles per second; controls include push-button selectors for phono, radio and auxiliary services such as tape recorder and microphone, and separate four-position AM and FM selector switch; cabinet is 33 in. high, 35 in. wide, 17⅞ in. deep.

Prices: $499.95 in mahogany veneers, $525 in cherry veneers; styling is early American.



SONORA Radios

Sonora Radio & Television Corp., 325 N. Hoyne Ave., Chicago, 12, Ill.

Models: 2 new Sonor radios No. 650 and clock radio No. 649

Selling Features: Both models are 4-tube models; No. 650 and No. 649 are available with coral case; other colors available include ebony, red and white.

Price: No. 650, $18.95; No. 649, $26.95

MAGNAVOX Hi-Fi Radio-Phono

The Magnavox Co., Ft. Wayne, 4, Ind.

Device: Magnavox hi-fi "Concerto" radio-phono TP265C.

Selling Features: Stand model with legs included; control equipment includes compensated volume control; variable treble control; variable bass control; 4-speed intermix record changer with automatic shut-off and automatic muting switches; uses magnavox Pianissimo pick-up with dual sapphire stylii; AM radio tuner has high sensitivity for distance reception; 6-watt amplifier, using 4 tubes including rectifiers and equipped with push-pull output stage and cross over filter network; speaker complement includes one 5 in., and two 6 x 9 in. oval speakers with sound diffusers, front mounted; Ferrite core built-in AM antenna included.

Price $135 in mahogany; $145 in oak or cherry.

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3-way fun all in one!

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YOUR TOP-PROFIT LINE! Only Olympic offers you 68 combinations – the biggest 3-way line in the industry – with every model priced to sell . . . *profitably!*

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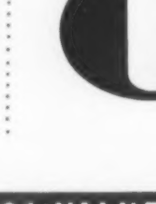

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Complete selection of Portables, Table models and Consoles

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World's leader in combinations • TV • Radio • Hi-Fi • Air Conditioners • Olympic Radio & Television, 34-49 38th Avenue, Long Island City 1, N. Y.

TRADE REPORT

JANUARY • 1957

1957: No Ceiling Yet

- **Manufacturers are cautious about sales prospects . . .**
- **But refrigerators, dryers, and dishwashers will soar . . .**
- **And sales in general will continue a slow, steady rise**

ANOTHER good appliance year is predicted. But the men who make appliances are being a little more cautious about it than they were last year.

Manufacturers predict gains for seven out of eleven appliances in the year ahead in annual estimates compiled by ELECTRICAL MERCHANDISING's market analysis department. A drop in sales is foreseen for conventional washers, ironers, food waste disposers, and room air conditioners.

The accompanying chart tells the story of how the manufacturers feel. They believe that 1957 will top 1956 on most appliances, but they are definitely in a conservative mood.

Losses in the field of conventional washers and ironers are simply a continuation of the steady decline of these appliances. Small losses predicted for food waste disposers and air conditioners may be a result of the fact that the projections were compiled before the complete 1956 figures were available and manufacturers may not have been fully aware of the complete sales picture.

Manufacturers are predicting all-time record highs for automatic washers and dryers.

Manufacturers' estimates vary in their accuracy from year-to-year. Last year, they were high on six items and low on five, a better average than the year before when they were low on all but one.

Last year's closet guess was on dryers, which was within 1.3 percent of being right. The estimate on ironers, on the other hand, was 39.5 percent high, a rather bad guess. They predicted a decline in ironers, which materialized, and one in conventional washers, which didn't.

As usual, most manufacturers spotted the trend, but percentages were off slightly. As a whole, however, guesses were good, except for freezers (20.6 percent too high), ranges (24.4 percent too high), air conditioners (18.8 percent too low), and, of course, ironers, which was far too high.

The '57 Projection

Percentagewise the big gainers in 1957 will be refrigerators (21.5 percent up), dryers (13.4 percent up), and dishwashers (12.8 percent up). The biggest drop was seen for conventional washers (16 percent down).

In unit gains, the leading appliance will be refrigerators with an estimated gain of 788,333 units. Dryers will jump by 222,285 units. Automatic washers will make the third largest gain with sales of about 131,666 more units.

Manufacturers appear to be less optimistic than they were last year. In general their estimates of percentage increases are below those for 1956.

Exceptions were refrigerators and automatic washers.

Manufacturers generally agree that 1957 will be better than 1956, but the increase won't be as good as it was over 1955 or anywhere near as startling as the jump between 1954 and 1955. The one exception is the outlook for refrigerators, which is one of the best in years.

Radio and TV

Although the accompanying chart does not include radio or television, a recent forecast by James D. Secrest, executive vice president of RETMA, provides a good index to the year ahead.

Secrest sees at least 7 million black-and-white sales and several hundred thousand color sets in 1957. The advent of the portable, he believes, has resulted in an over-all loss in TV revenue. He said that 250,000 portables were made in 1955, perhaps 1.5 million in 1956, and there will be twice that

CRYSTAL GAZING: APPLIANCE MEN AGAIN TRY TO PREDICT WHAT'S AHEAD

Product	1956* Estimate	1956 Actual	The Guess Was:		1957* Est.	1957 Will Be:**	
Refrigerators	4,164,167	3,675,000	13.3%	high	4,463,333	21.5%	up
Freezers	1,187,556	985,000	20.6	high	1,059,644	7.6	up
Washers (Automatic)	3,243,750	3,460,000	6.3	low	3,591,666	3.8	up
Washers (Conventional)	1,050,000	1,253,000	16.2	low	1,052,000	16.0	down
Dryers, Clothes	1,681,375	1,660,000	1.3	high	1,882,285	13.4	up
Ironers	83,700	60,000	39.5	high	57,600	4.0	down
Ranges, Standard	1,518,000	1,220,000	24.4	high	1,294,500	6.1	up
Water Heater, Storage	945,000	870,000	8.6	high	907,083	4.3	up
Dishwashers	385,033	410,000	6.1	low	462,500	12.8	up
Food Waste Disposers	568,750	595,000	4.4	low	591,667	.6	down
Room Air Conditioners	1,433,682	1,765,000	18.8	low	1,695,800	3.9	down

*Figures compiled by Market Analysis Department, ELECTRICAL MERCHANDISING, from estimates submitted by leading appliance manufacturers. **1957 estimate vs. 1956 actual.


TIME
THE WEEKLY NEWSMAGAZINE

A great medium for appliance advertising

When TIME introduces an advertiser to its 2,100,000 families, the advertiser meets the one audience in America most receptive to new ideas in living and leisure.

And, because TIME families enjoy incomes *double* that of the average American family, they're always ready and able to turn those ideas into purchases.

Yes, TIME families want more, earn more and buy more... that's why you sell more appliances when you visit them regularly in TIME!

TIME—offers you the biggest concentration of best customers and influential people available in the U.S. today

number made in 1957. This is bringing the average price of TV receivers down.

On the other hand color set sales, which should rise in 1957, may offset the price decline.

Radio output in 1956 was seen as 20 percent over 1955, with a continuing rise in 1957.

Prices are expected to rise on most appliances in line with the current trend of increasing manufacturers' costs. Only conventional washers, electric dryers, and food waste disposers are expected to show a drop.

The biggest price gain is expected for dishwashers, which will be nearly 11 percent more expensive in 1957 than they were in 1956. Other appliances will rise in price from one to seven percent.

The actual price changes are as follows:

Product	1957	1956
Refrigerators	$329.07	$325.00
Freezers	405.83	389.95
Washers (Automatic)	279.12	275.00
Washers (Convent'l)	150.00	151.00
Dryers, Clothes (Elec.)	204.01	212.00
Dryers, Clothes (Gas)	250.72	250.00
Ironers	221.56	215.00
Ranges, Standard	261.29	255.00
Water Heaters, Stor.	122.51	115.00
Dishwashers	321.00	290.00
Food Waste Disposers	105.91	110.00
Room Air Conditioners	294.44	275.00

Best Year Ever

Next year will be the best business year in history, although inflation will account for much of the rise in dollar indicators of business activity.

This is the collective opinion of 221 of the nation's leading economists polled by F. W. Dodge Corp. in its annual survey of opinions on the economic outlook.

According to an analysis of the survey by Dodge vice president and economist George Cline Smith, the economists are "unusually unanimous" in their belief that 1957 business will be excellent and that no downturn is in sight, even though most of them do not expect sharp increases in the major economic indicators.

Smith noted that in past surveys, the panel of economists has had a good record of foreseeing turning points in these indicators.

The average forecast of the economists, Smith said, indicated that Gross National Product would reach an annual rate of $420 billion by the end of next year, as compared with the $408 billion rate for the third quarter of 1956. The economists expected personal incomes, prices and wages to rise moderately next year, with industrial production, business investment, and construction activity remaining at about this year's levels.

CHANGING TIMES in the appliance world are symbolized by these workers at the Merchandise Mart in Chicago preparing this year's Maytag exhibit which will occupy the area of the old CBS display.

KELVINATOR EXHIBIT graphically shows processing of foods through atomic irradiation in cobalt cave at University of Michigan. Diagram near entrance shows cross-section of irradiation cave. During irradiation, cobalt rods are exposed to food. Radiation kills food-spoiling bacteria. Foods are then put in air-tight packages and kept in refrigerated temperatures. Cave replica is included in the exhibit. Last section shows a railroad car equipped with facilities for irradiation of foods as they are harvested.

RETMA "Fact Book"

The value of radios, television sets, phonographs, and components of the electronics industry, including military and industrial equipment, totaled $5.5 billion in 1955, according to the Radio-Electronics-Television Mfrs. Assn. The association adds that when "distribution and maintenance costs and broadcasting revenues are added, the industry becomes a $9.7 billion giant, nine times its size at the end of World War II, but only half its expected size ten years from now."

This data is revealed in a new edition of the electronics industry "Fact Book."

The statistical data for the book was gathered from a variety of governmental sources by the RETMA Statistical department in combination with presently-available RETMA industry statistics.

The booklet contains information on radio and television receivers, including production and sales figures; picture and receiving tube statistics; special charts devoted to military and industrial electronics, tubes, and parts, and export data on the industry.

Copies of the "Fact Book" are available to non-RETMA members and the general public for 50 cents a copy by addressing a communication to RETMA headquarters, 777 14th Street, N. W., Washington 5, D. C.

SOUND
is our business...

WEBCOR DESIGN AND DEVELOPMENT

Webcor was a vanguard pioneer in the field of high fidelity reproduction. And today, as always, the design, development and manufacture of fine instruments for accurate, honest reproduction of sound is our *only* business. Hence, Webcor's corps of highly-trained designers are able to direct their entire time and energies to the achievement of a single goal—the development of the greatest instruments in the audio field—the world's finest fonografs, tape recorders and diskchangers.

WEBCOR MANUFACTURING

Since Webcor management has always believed that a company's success depends largely on offering the public products of highest quality, only the finest materials are good enough for Webcor instruments. No Webcor fonograf, tape recorder or diskchanger ever leaves the Webcor plant until it has repeatedly passed the most rigid tests. The Webcor warranty distinctly specifies that every Webcor unit must reach the purchaser entirely free of defects in material and workmanship.

WEBCOR ENGINEERING

The men who make up Webcor's electronics and acoustical engineering departments stand at the very top of their exacting professions. They are respected throughout the industry as leaders in the development of fine sound reproduction equipment. Because these experts give meticulous attention to every engineering and manufacturing detail, dealers can recommend Webcor fonografs, tape recorders and diskchangers with the gratifying knowledge that they are offering their customers truly superior instruments—the very best available anywhere!

WEBCOR MARKETING

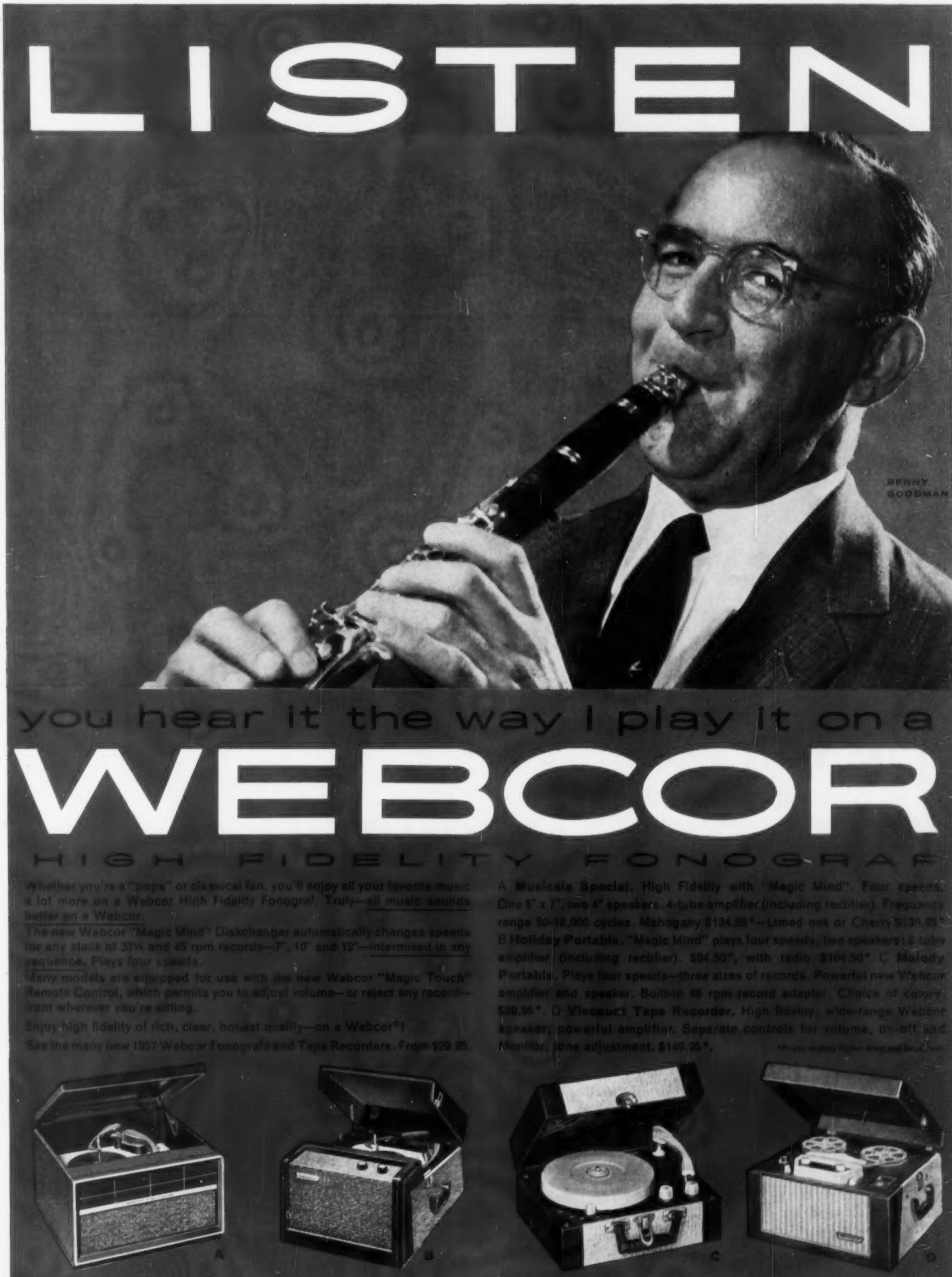
Webcor maintains its policy of protected distributor franchise and the integrity of distributor-dealer relationship. Webcor pricing assures good profit returns at all price levels. Field merchandising counsel by highly-trained field managers will continue to help dealers with promotion problems. A liberal cooperative advertising plan assists Webcor dealers in their efforts at the local level. Years-ahead engineering research assures Webcor dealers the finest, most up-to-date merchandise in their stocks.

WEBCOR ADVERTISING AND PROMOTION

Colorful, attention-commanding full-page Webcor ads will appear regularly in *Life Magazine* throughout 1957. Webcor Fonografs and Tape Recorders also will be heavily advertised in the *New Yorker*, *Sunset*, *Family Weekly*, *Tape Recording* and other outstanding publications. Dynamic billboards will remind your customers again and again that "all music sounds better on a Webcor." In addition, a complete line of hard-selling dealer mats, radio and TV spots and display materials is yours for the asking.

FACT: THERE ARE MORE WEBCOR FONOGRAFS, TAPE RECORDERS AND DISKCHANGERS IN USE TODAY THAN ANY OTHER MAKE!

The advertisement shown at the right will appear in LIFE, January 14th and SUNSET, February, 1957


LISTEN
BENNY GOODMAN
you hear it the way I play it on a
WEBCOR
HIGH FIDELITY FONOGRAF
Whether you're a "pops" or classical fan, you'll enjoy all your favorite music a lot more on a Webcor High Fidelity Fonograf. Truly—all music sounds better on a Webcor.
The new Webcor "Magic Mind" Diskchanger automatically changes speeds for any stack of 33⅓ and 45 rpm records—7", 10" and 12"—intermixed in any sequence. Plays four speeds.
Many models are equipped for use with the new Webcor "Magic Touch" Remote Control, which permits you to adjust volume—or reject any record—from wherever you're sitting.
Enjoy high fidelity of rich, clear, honest quality—on a Webcor®!
See the many new 1957 Webcor Fonografs and Tape Recorders. From $29.95.
A Musicale Special. High Fidelity with "Magic Mind". Four speeds. One 5" x 7", two 4" speakers. 4-tube amplifier (including rectifier). Frequency range 50-12,000 cycles. Mahogany $134.95*—Limed oak or Cherry $139.95*. B Holiday Portable. "Magic Mind" plays four speeds; two speakers; 3 tube amplifier (including rectifier). $84.50*, with radio $104.50*. C Melody Portable. Plays four speeds—three sizes of records. Powerful new Webcor amplifier and speaker. Built-in 45 rpm record adapter. Choice of colors. $29.95*. D Viscount Tape Recorder. High fidelity; wide-range Webcor speaker; powerful amplifier. Separate controls for volume, on-off and Monitor, tone adjustment. $149.95*.
A
B
C
D

In Ten Years . . .

. . . Hotpoint sees sales of 36 million washers, 19 million dryers, 16 million electric ranges, 28 million air conditioners, etc.—over 170 million appliances

Hotpoint Co. recently released its annual 10-year industry forecast on major appliances. The company annually releases appliance forecast figures to serve as a guide for its distributors and dealers in depicting industry growth and future sales potential.

Here is a digest of the forecast:

Automatic Washers. Industry sales of automatics will reach about 3.25 million units in 1956, of which 1.05 million, or about 32.3 percent, will be replacements and the rest will be new additions. Number in use will increase to 15.28 million units for a 32.4 percent saturation based on 47.1 million wired homes.

By 1960, the automatic washer market will be primarily a replacement market. Unit sales in 1960 will be 3.54 million, of which 2.078 million, or 58.7 percent, will be replacements.

In 1966, the industry can expect to sell 3.8 million automatics, 3.209 million, or 84.4 percent, being replacements. Number in use will increase to 28.457 million, or a 49.7 percent saturation based on 57.3 million wired homes. The industry, then, will sell in excess of 36 million automatic washers in the next ten years.

Automatic Dryers. Sales of dryers in 1956 will reach 1.2 million, another record-breaking year. The number in use will increase to 4.577 million, or about 9.6 percent saturation. Of 1956 sales, some 107,000 or 8.9 percent will be replacements, the rest being new additions.

In 1966, the industry will be selling about 2.4 million dryers. Number of dryers in use will total 17.922 million units for a saturation of 31.2 percent. Of 1966 sales, about 51.7 percent will be new additions.

It is thus apparent that the dryer market will become a replacement market sometime after 1966. For the ten year period, the industry is expected to sell in excess of 19 million automatic dryers.

Combination Washer-Dryer. In 1956, sales of combinations should reach 133,000 units, increasing to 527,000 in 1961 and 1.281 million by 1966. Replacement market will begin in 1957, totaling about 3,000 units, rising in 1961 to 61,000 units and reaching 320,000 units in 1966.

But, according to the forecast, by 1966 the industry will be selling nine times more washers and four times more dryers than the total sales of combination washer-dryers.

Free Standing Ranges. In 1956, the industry will sell some 1.254 million units and the number in use will rise to 12.906 million units, a 27.4 percent saturation. New additions will account for 48 percent.

In 1966, the industry will sell 1.922 million units and the number in use will rise to 16.7 million. An excess of 16 million electric ranges will be sold in the next ten years.

Custom Ranges. Built-in ranges will account for close to 325,000 units in 1956. Unit sales in 1961 are expected to rise to 715,000 and increase to 1 million units by 1966. Presently in use are 944,000 units, about 2 percent saturation. Industry sales will increase about seven times by 1966. In ten years, an additional 6 million units will be added to the market.

Dishwashers. In 1956, total sales should reach about 413,000, another record year. In 1961 the industry will reach the "magic million" sales mark on an annual basis. By 1966, the industry will be selling 1.75 million units with a 19.7 percent saturation. Replacement percentage will rise from 3.2 to 28 in 1966.

Number of dishwashers in use by the end of 1956 will be 2.2 million. By 1966, this will rise to 11.275 million. Thus about 11 million dishwashers will be added to the market.

Food Waste Disposers. In 1956, a 600,000-unit sales volume is predicted. In 1966, 1.726 million units will be sold. Number now in use is 3.099 million. This number will increase four times by 1966. Ten-year sales will total 11 million units.

Water Heaters. Sales for 1956 will total 875,000 units of which 62.9 percent will be new additions.

By 1966, the industry will be selling 1.668 million units, according to the survey's findings.

There will be 7.913 million water heaters in use by the end of 1956. This will rise to 13.637 million in 1966. In ten years, about 13 million units will be sold.

Refrigerators. About 3.7 million will be sold this year. Of these, 45.5 percent will be new additions. In 1966, the industry should be selling about 5.5 million units. The replacement market will rise from 54.5 percent this year to 80.8 percent in 1966.

Number of refrigerators in use will rise from 44.79 million in 1956 to 55.6 million in 1966. Sales in the next ten years should be about 51 million.

Air Conditioners. This year's 1.6 million units will break another record. By 1966, the industry will be selling 3.9 million units. Only 10,000 will be replacements this year, but about 496,000 of 1966's 3.9 million units will be replacements. There are about 4.191 million air conditioners in use now, but this figure will rise to 25.096 million by 1966. Close to 28 million units will be added to the market in ten years.

Food Freezers. Sales of food freezers will hit the one-million mark for the second year in succession this year. In 1966, about 1.26 million units will be sold. Number of freezers now in use is about 8.554 million. By 1966, there will be about 16.549 million. The replacement market is now about 13.1 percent, but this will rise to 35 percent in 1966.

Television Receivers. Industry sales of TV receivers in 1956 are forecast at 7.2 million units of which 175,000 are color sets. By 1966, TV sales will reach 11 million units of which 8.5 million will be color sets.

In summary, the major appliance industry is expected to add to the marketplace more than 170 million appliances in the next ten years, according to the forecast.

Popular Houseware

Statistics released recently by the Toastmaster Toast Institute show:

—Of all electric housewares, toasters are the most popular as shower and wedding gifts. Eighty-four brides of every 100 will receive automatic pop-up toasters.

—Although 84 percent of brides are given toasters, most of the remaining 16 percent soon make sure that they get one. Within a few weeks after marriage, there is a toaster in 94.6 percent of homes.

A Bigger Slice . . .

. . . of industry sales is claimed for Kelvinator by general sales manager Ed Barnes; unique new decorator colors are added to the company's line

"We've learned to give the big boys a rough time and still make money at it." Speaking to newsmen in New York City last month was Ed Barnes general sales manager of Kelvinator division, American Motors Corp.

Barnes based his statement on the fact that Kelvinator's percentage of industry sales has gone up in almost every product line in 1956.

Kelvinator claimed a 34 percent sales gain for laundry equipment, 18 percent for air conditioners, and a strengthening of the company's industry position in refrigerators.

Barnes spoke at an unveiling to the press of Kelvinator's 1957 seven-model range line and nine-model refrigerator line.

Two new decorator colors, autumn rose and village green, have replaced dawn gray and harvest yellow in the company's color spectrum. The two discontinued colors together accounted for less than six percent of 1956 color production.

In 1956, Bermuda pink accounted for 33.5 percent of Kelvinator's color production; buttercup yellow followed with slightly over 30 percent; turquoise totaled 10.5 percent; and three other colors, spring green, lagoon blue and sand beige, ranged from 6 to 7.5 percent.

Kelvinator apparently now believes that the color trend is toward deeper tones,

The new refrigerators introduce tilt-out door crispers and increased fresh food storage area, with every model available in all eight Kelvinator colors. The ranges feature high-speed cooking, disposable foil oven liners, and automatic surface units that eliminate pan watching.

In PITTSBURGH

J. E. MILLER CO. Philco Distributor Irving Hershorin says: "I've seen it happen over and over again—McCall's Use-Tested Tags are the finishing touch that helps make a sale! Customers are always impressed with the buying help they get from these tags. This is one of the best things a major magazine has done to help the appliance business!"

MABRO CO. Sales Promotion Manager Irving Brourman says: "Why didn't McCall's think of it before! Their Use-Tested Tags are a great idea! Customers trust McCall's—they know that when McCall's editors go out on a limb to recommend a product, it must be good! Yes, McCall's Use-Tested Tag on an appliance is a real sales-help!"

McCall's Use-Tested Tags

C. R. ROGERS CO. Sales Promotion Manager J. A. Lindberg says: "McCall's Use-Tested Tags carry plenty of authority and prestige—and that helps sell apliances for me! It's amazing how customers respond to the name of McCall's. When an appliance has a McCall's Use-Tested Tag attached—the sale is almost surefire!"

CAPITOL REFRIGERATION. Manager Albert Errico says: "McCall's Use-Tested Tags are a terrific sales-help in our store. When McCall's experts say 'We used it—and we like it!' about an appliance they have use-tested—selling that appliance is a cinch. McCall's Use-Tested Tags really help move appliances in our store!"

HAHN FURNITURE CO. Store Manager Foster S. Goldman says: "My salesmen and I point out the McCall's Use-Tested Tag on the appliance on our sales floor every chance we get! Customers are always interested and impressed. In my opinion, McCall's Use-Tested Tags are a tremendous success and a real selling aid to every retailer."

TAPPAN STOVE CO. A. M. Probst, Factory Representative for the Pittsburgh area, says: "McCall's Use-Tested Tags are an important sales-help in retail appliance stores. Point-by-point information on these tags is just what the customers want to see. I've seen how well they work on the sales floor—I *know* they sell appliances!"

HAHN FURNITURE CO. Vice President Robert J. Whitehill says: "Customers shopping for appliances are in a serious mood—they're making a major purchase, and they want to investigate the facts. McCall's Use-Tested Tags give them the facts. That's why these tags have been so successful in helping sell appliances in my store!"

MAYTAG APPLIANCES. Maytag Regional Manager Robert P. Lavorgna says: "The McCall's Use-Tested Tag on our appliances gives us a faster turnover of inventory. Customers like the point-by-point information on what the appliance actually does for them. We're completely sold on McCall's Use-Tested Tags on our appliances."

SCHENLEY SUPPLY STORE. Owner Sam Diamond says: "McCall's Use-Tested Tags have been really terrific in helping to close appliance sales in my store. Customers go for the specific, point-by-point information printed on these tags. And they're impressed by the endorsement of McCall's editors who say: 'We used it—and we like it!'"

MASTERS OF PENNSYLVANIA, INC. Merchandise Manager S. M. Levine says: "Customers look for authoritative help in buying appliances. That's the beauty of McCall's Use-Tested Tags. Customers take notice when McCall's editors say: 'We used it—and we like it!' Selling appliances is easier with McCall's Use-Tested Tags."

SPEAR'S CO. Buyer Martin Silverman says: "I've observed McCall's Use-Tested Tags in action. I know how they work! When the editors of McCall's put their endorsement on a product, our customers sit up and take notice! McCall's Use-Tested Tags give the kind of information customers are looking for. They're real sales-aids!"

are *clinchers* and *closers*!

More than 4,000,000 fine products are now being sold with McCall's Use-Tested Tags

McCALL'S 230 PARK AVENUE, NEW YORK 17, N. Y.

KEYSTONE PLUMBING SALES CO. Advertising Manager Dwain Roehn says: "McCall's Use-Tested Tags are like a guarantee of performance to my customers. They trust the recommendation of McCall's editors—they're satisfied McCall's testing procedures can help them decide which appliances are the best buys!"

PITTSBURGH PRODUCTS TRI-STATE CO. Vice President R. W. Evans says: "You'll have to look a long way to find a better selling aid than McCall's Use-Tested Tags on appliances. We've found customers put a lot of confidence in the recommendation of McCall's editors. We know our selling job is easier because of McCall's Use-Tested Tags!"

MAY STERN CO. Buyer Fred Lehman says: "McCall's Use-Tested Tags are a sure endorsement of quality in the appliance business. The information in these tags is genuine and helpful. I've seen these tags convince undecided customers. That's the best testimonial I can give to their effectiveness!"

MANUFACTURERS

G-E: No Subsidized Sales

President Ralph Cordiner denies that other company departments are subsidizing its consumer product business and says these lines return a good profit

General Electric's consumer products departments are showing a profit comparable to the company average and are more profitable than a number of the company's other operations.

That is president Ralph Cordiner's answer to the widely circulated charge that G-E's current strong showing on appliances and television is being subsidized by profits from other less competitive products.

ELECTRICAL MERCHANDISING put the question to Cordiner last month during his annual Christmas party for New York financial and business writers. Cordiner admitted that he had heard the charge before and said it was being repeated by competitors within the industry. His answer is, in effect, a declaration that each operating department will stand on its own performance and that G-E's consumer products departments are currently turning in profitable performances.

In answering other questions, Cordiner and executive vice-president Roy Johnson said that:

—1957 should be a good year for the economy in general and that no downturn was anticipated for the electrical industry. The industry overall can expect an increase of 4 to 5 percent over 1956, Cordiner said.

—consumer goods account for just over a third of the company's volume.

—G-E claims first place in unit sales of TV. Cordiner explained that this figure included Hotpoint production and that he felt that the leader in this field would not account for more than 15 percent of industry production.

—General Electric "can't quite understand" the clamor raised over its central service policies. Cordiner explained that it was basic company policy that the end customer for any G-E product receive good service. In multiple distribution (with several dealers serving an area) you cannot be sure that each will provide adequate service and thus provision must be made for factory authorized central service, he said. Johnson added that there had been no noticeable effect on tube and replacement parts sales due to a threatened boycott of G-E by some independent servicemen.

—as far as product development, Johnson thinks that in the next ten years the appliance industry "will go almost all the way electronically." He explained that electronic versions of familiar electrical appliances can be expected.

—Cordiner feels that any company which plans its future and is willing to invest in research organization, automation and promotion that will presell can stay in the appliance industry and make money. He observed further that the most profitable businesses are those who pick out a segment of the market and concentrate on it.

—G-E's current prices are too much of a "bargain" for the customer, Cordiner said. He added that the company was studying the possibility of raising prices on some lines. The G-E president ran into sharp questioning by reporters who wanted to know how this position squared with last year's price cuts on G-E housewares. They got a full answer several days after the press conference when vice-president W. H. Sahloff confirmed forthcoming price hikes on several small appliances. He added that the increases did not represent a fundamental change in the pricing policy announced last year by the division. The proposed new prices will cover higher costs but margins, which were slashed last year, will remain basically unchanged. Sahloff added that in the year since the new pricing policy was announced G-E's housewares sales have risen well above the 20 percent gain registered by the industry as a whole.

Manufacturer Briefs

• **Du Mont** radio and television sets have gone south of the border with the opening of a Mexico City plant in November. The plant will be operated by Corporacion Nacional Distribuidora, S. A.

• **Philco Corp.** has entered the tape recorder field to augment its radio, phonograph, and high fidelity lines. Two tape recorders, one featuring stereophonic sound playback, have been introduced.

• **Quaker Mfg. Co.,** division of Florence Stove Co., has transferred its general sales offices from the Merchandise Mart in Chicago to the company's plant in Tennessee.

• **Western Tool & Stamping Co.,** has officially opened its new 60,000-square-foot plant addition.

See it FIRST at the HOUSEWARES EXHIBIT—Chicago
BOOTH C-984
Beautifully designed... colorful... big and powerful, but light in weight... easy to carry... easy to lift
Exclusive! The NEW M-22 a PLASTIC* PORTABLE WINDOW FAN
AUTUMN BROWN
PEBBLE TAN
KEY LIME GREEN
Your choice of 3 gay decorator's COLOR
Safety grilles may be interchanged to offer even wider variety of pleasing color combinations
* Case made of SUPER, HIGH IMPACT, POLYSTYRENE, making the M-22 a third lighter in weight than fans of comparable size. Impartial tests prove it to be stronger than metal.
No more sweltering, sleepless nights! Reversible—used as a discharge or intake window fan the M-22 cools four to five rooms with a steady flow of cool, night air. It's so completely new ... so different! The M-22 moves a lot of air in a hurry, for the big 22-inch grille is aerodynamically designed for greater air delivery. The M-22 incorporates engineering principles not found in any other fan. Features 3-speed selector switch and thermostat control which automatically turns off the unit when the given area is satisfactorily cooled. Quiet and smooth running. In fact, a new low in quietness! Attractively designed with flowing, pleasing lines the M-22 is ideal for home ... apartment ... or office.
Size: 24" x 24" x 6" • Fan weighs less than 20 lbs.
Shipping wt. approx. 23 lbs. • Moves 5610 CFM at 9'
Retail price $69.95
MEIER ELECTRIC & MACHINE COMPANY, INC. • Indianapolis 7, Indiana


See it FIRST at the HOUSEWARES EXHIBIT—Chicago
BOOTH C-984
The NEW M-22
Variety of color combinations for any decorative scheme
AMERICA'S FIRST
. . . A big portable window fan in
ALL-PLASTIC case . . . $69.95
M-22 is lighter in weight. Bracelet type handle expands for easy carrying.
Features rubber mountings. No vibrating metals to create noise.
22-inch safety grilles snap in and out of position for easy cleaning . . . no dirt catching corners in recessed areas. A housewife's dream!
PERMANENT FINISH—The color is molded in, giving the M-22 a lasting finish.
SNAP-ON WINDOW adapter snaps into top of fan to hold the M-22 securely in your window.
Five-Year GUARANTEE
Factory-to-user warranty included with every M-22.
Designed, developed and produced by
MEIER, known for QUALITY and DEPENDABILITY for over 50 years.
ALL GREEN
ALL BROWN
ALL TAN
GREEN / BROWN
BROWN / TAN
TAN / BROWN
GREEN / TAN
TAN / GREEN
MEIER ELECTRIC & MACHINE COMPANY, INC. · Indianapolis 7, Indiana

COFFEE BREAK at Dormeyer meeting finds Tony Hepp, left, of the company's Chicago office questioning Marvin Allesee, sales vice president.

Dormeyer Meets

National sales meeting at Morrison Hotel, Chicago, draws 95 salesmen for briefing on 1957 plans; company franchises power tool dealers

Dormeyer is franchising power tool dealers for 1957, it was learned when the company's national sales force met in Chicago Nov. 27-30. The meetings were built around separate product lines in order to allow full detailing of the '57 setup.

Divided up this way, each salesman got a full shot of anything he wanted to know: features, pricing, advertising, promotion programs. Dormeyer also announced two new models in the mixer line, a new co-op ad program for dealers, and a new power tool deal.

Full details on power tool franchising went to the sales force only, but "special assistance" will be offered to anyone with a franchise, according to Dormeyer executives.

Appearing on Dormeyer's program at the Chicago meeting were Marvin E. Allesee, vice president for sales; James J. McLaughlin, merchandising manager; and Bob Malcolmson, power tool manager. Speaking for the production side was Nick Malz, vice president in charge of production.

Ten Million Washers

Ceremonies held at Newton, Iowa, bring guests from all over on Nov. 29 to watch half-century-old Maytag set new production mark

Maytag's 10-millionth washer came off the production line with a "splash" as the Newton, Iowa, laundry appliance manufacturer set an industry production record. Aerial bombs signaled completion of the historic machine, while visiting dignitaries, suppliers and company officials attended a brief ceremony at Maytag's automatic washer and dryer plant.

At a 10-Millionth Day luncheon Thursday, following the christening ceremony, B. J. Hank, president of the American Home Laundry Manufacturers Association (AHLMA), said, "This is a production milestone reached by no other company in the industry. One of the oldest companies in the home laundry appliance industry, Maytag is not only the leader today in the total number of washing machines produced, but also the leader today in the total number of washing machines in use."

This was a double celebration for the firm, according to George M. Umbreit of Maytag. They not only built the 10-millionth washer but also reached a goal of $100,000,000 in sales, with a month still to go in 1956. Previous sales record was $93,067,185 in 1955.

Besides production line ceremonies, the 10-millionth celebration included an open house and plant tours for the community and

an all-employee party and dance at the adjoining central service warehouse. Newton businessmen put congratulatory banners in their store windows and salespeople wore buttons congratulating Maytag.

Other organizations represented at the luncheon included the National Appliance & Radio-TV Dealers Assn., the National Association of Manufacturers, U. S. Chamber of Commerce, National Management Association, and the United Auto Workers, AFL-CIO.

Soon to enter its fiftieth year of washer production, Maytag made its first wooden-tub, hand-operated washer in 1907. The famous Multimotor model, powered by a gasoline engine, endeared Maytag to farm wives, starting in 1914, and is still a favorite with missionaries. In 1922, Maytag developed its Gyrafoam washing action, the first modern agitator washer. Five million Maytag washers had been built by 1947, shortly after Maytag resumed civilian production following World War II. An additional five million have been built in less than 10 years. The nine-millionth Maytag was made in March, 1955.

New Sub-Zero Line

Shown to Chicago-area dealers Nov. 28, the new built-ins come in seven models, and seven standard finishes. Custom colors are also available.

Dealers bought six kitchen displays on the spot as Remco, Inc., Sub-Zero's Chicago distributor, entertained representatives of 43 dealerships Nov. 28 at the Merchants and Manufacturers Club. Dealers saw the 1957 Sub-Zero line, and had a chance to talk to the people who make them.

The seven models in the new line include two "over and under" refrigerator combinations, a side-by-side upright freezer-refrigerator, which is also available as two separate units; and two seperate units designed as cabinet or stack-on appliances.

Standard colors for the line are pink, yellow, black, blue, white, coppertone and stainless steel. Either right or left swing doors are available, as are units for remote installations. Custom colors can be had at extra cost and on special order.

Interiors are in color, with gold-colored shelves and pull-out crispers. Units with the "Glamodor" have specialized storage shelves on the inside of the door. Side panels enable units to be installed at the end of a counter.

In fact, Sub-Zero points out that the use of two side-panels gives the user the appearance of a free-standing appliance. Units need only be backed into a rough opening and plugged in, ready to go.

SUB-ZERO'S PRESIDENT, W. F. Bakke, right, talks over the new model combination freezer-refrigerator with Al Rose, Sub-Zero's sales manager.

New Market . . .

. . . is opening for air conditioner dealers, says Vornado, as it introduces its first line of packaged auto units; restyled fan line also makes its bow

O. A. Sutton Corp., the firm which ten years ago decided you could move fans with the fanfare of major appliance merchandising, has reached a like decision about automobile air conditioning.

Last month, a series of three regional meetings afforded distributors their first look at the Vornado version of these big-ticket and hitherto low-saturation appliances, which the firm will package-merchandise through "appliance-type" outlets next year.

From under-dash evaporator to under-hood coil and compressor, everything needed to air condition all 1955, '56 and '57 cars will reach the retailer in a single carton, said Sutton vice president A. S. Bross. Distributor and installing agency personnel will be factory-trained in the none-too-simple installation and service of the units.

The corporation leaned heavily on market research in planning its new lines, particularly the car air conditioner and the new Vornado fan line, also introduced last month. For example, 40,000 automobile air conditioners were marketed in 1953, and 280,000 in 1956—a sevenfold increase in four years. Projecting, Bross predicted unit sales of 450,000 next year, 900,000 in 1959, and two million in 1962. By then, the saturation of new-car air conditioning will have hit 25 percent.

Second Surprise. Also served up for distributors at last month's meetings were Vornado's new fan and room air conditioner lines, the former extensively redesigned, the latter expanded by the addition of two brand new series—"Twin Thin" units and 115-volt "Deluxe" models.

Poor showings in a series of consumer-preference surveys led to drastic top-to-bottom restyling of the firm's entire fan line, Bross admitted. The new line, incorporating consumers' suggestions of color, design and features, has scored high in recent market testing studies. At its head is the "Golden Sierra," a portable, electrically reversible "comfort conditioner," in which a "Magic Freshner" air conditioner type of filter, a Vornado fan exclusive, chemically purifies the air before it's circulated. Designed for both window and floor use, the Golden Sierra, becomes readily portable when mounted in an optional "Wheelabout" stand.

Other new air circulators include a pedestal model, a table-top unit with mar-resistant top, "Turnabout" window-mounts which are manually reversible, "Twin Convertibles" mounting two heads, either of which may be removed and plugged into a standard outlet for use as a floor or desk fan, three other Sierra units, including both electrically and manually reversible models, and desk fans.

Company officials prefaced their introduction of the 1957 room air conditioners by laying claim to number three spot in the room unit production race. Only G-E and Fedders, they said, outproduce Sutton in room air conditioners.

Included in the line are "Twin-Thin" units, which are 16 inches high and designed for upper or lower-sash, through-wall or flush-inside mounting; the "Deluxe" series of 115, 208 and 230-volt models; the heavier duty "Custom 200" series; and the casement window units.

Also presented was a new Vornado residential conditioner, engineered for connection to existing ductwork. This twin-compressor unit is self-contained and prepackaged for fast, low-cost installation.

O. A. Sutton Corp. has not changed its two and three and one-half-ton self-contained home air conditioners, Bross said, pointing out that these units accounted for 40 percent of the industry's self-contained volume in 1956, and are expected to repeat next year.

Manual Revision

In an effort to revamp its instruction manuals, Toro Manufacturing, Minneapolis, Minn., has commissioned Philip Van Doren Stern, author and civil war historian, to write their manuals. Stern's first job was on Toro's 20" Whirlwind rotary mower.

Behaving much like expectant fathers, Whirlpool's Jack Sparks and John Bricker wait anxiously in a Miami Beach auditorium for distributor reaction to the firm's new products. It's all part of the suffering in . . .

The Birth of a Full Line

"We've got so much merchandise in the line now that I can't keep it all straight," a Whirlpool-Seeger regional manager confessed last month in Miami Beach.

At the time the firm's 90-model line of RCA-Whirlpool appliances was hardly 24 hours old.

First reaction in Miami was surprise over the length of the firm's first full line. One observer summed it up this way: "They've got everything anybody else has got and a few surprises of their own."

That was pretty close to the truth. Whirlpool had followed industry trends in including some sheer look appliances in its new line. Similarly there were basic all-in-one kitchen units included in the new line. But among the surprises were a radically new combination washer-dryer, a free-standing ice-cube maker, a deluxe line of cabinets with interchangeable doors a built-in air purifying system which sanitizes all the air in the refrigerator every 45 seconds.

(For details of merchandise see New Products section.

All of the merchandise was either in production or would be available soon. But one of the highlights of the Miami Beach showings was a "miracle kitchen" in which designers had taken escape in the future. Interestingly enough, among the "dream" gadgets shown in this kitchen is the firm's new combination washer. In showings of this kitchen around the country the washer will be touted as the first of these "dream" appliances be available now.

Observers were somewhat surprised that the firm had taken the full line plunge so fast and so completely.

But behind the suddenly-created kitchen department is a Whirlpool conviction that distribution problems make such a step necessary. A distributor giving up a line of white goods to take on RCA-Whirlpool refrigerators, for example, might well find it advisable to switch cabinet lines at the same time. From the company's point of view, kitchen business (including builder sales) is going to represent important volume for the appliance industry in the years ahead and Whirlpool officials felt they had to be set up to go after this type of business from the outset.

Design work alone has taken tremendous time and it's obvious that the firm is currently only *marketing* a full line; many products are being manufactured by other firms. All but one room air conditioner are made by Fedders. The central units are by Addison. The standard kitchen cabinet line is by Kaiser Metal Products and dishwashers are made by American Kitchens.

But manufacturing problems aren't the only ones faced by Whirlpool. Observers agree that one of the firm's big headaches is creating acceptance for many of its new lines, particularly refrigeration. In recognition of this the company has recruited a 170-man field sales force, some of whom had been working for Whirlpool for only a matter of days when they saw the new lines.

Whirlpool press releases on the new line showing called it the attainment of "one of the major objectives of the merger 15 months ago which created Whirlpool-Seeger."

Last month the trade was impressed with the quick achievement of this objective. But it was still interested in how fast the ultimate objective could be attained—volume sales and public acceptance of a full line of RCA-Whirlpool products.

SYMBOLIC of RCA-Whirlpool's all-out entry into the kitchen business is this push-button "miracle kitchen." Two units will be built and one will be set up as a traveling exhibit to visit key cities.

INTERCHANGEABILITY of cabinet doors on RCA-Whirlpool's new top line of kitchen cabinets is demonstrated for press during preview meeting in Miami Beach.

BRAND NEW appliance in line is an ice-cube maker, here incorporated in a self-contained bar. L. H. Baker general manager of refrigeration, explains features to Austin Rising, director of consumer relations.

MODIFIED "SQUARE LOOK" has been given RCA-Whirlpool electric ranges by use of a gold metal "frame" around oven doors. Handling questions of press preview here is Sol Goldin range general manager.

EDITORS' QUESTIONS about new room air conditioner line are answered by Joe Larkin during press preview in Miami of Whirlpool's new full line of appliances.

BUILT-IN griddle on new range is explained to ELECTRICAL MERCHANDISING editor Laurence Wray by Roy Howard, right, director of merchandising for Whirlpool.

SURPRISED PRESIDENT Henry H. Uihlein, Jr., of Ben-Hur Manufacturing Co., is presented with a copy of "This Is Your Line," the script from which his staff presented a historical review of Ben-Hur's accomplishments at a Milwaukee sales meeting.

New Ben-Hur Lines

National sales meeting in Milwaukee reviews company history, unveils 22 new models in three lines. Prices buck trend, go down in '57

The Little Theatre in Milwaukee's new YMCA was the scene of a businessman's drama December 10 as officials of the Ben-Hur Manufacturing Co. took part in a historical review of the freezer firm's accomplishments. Planned as a surprise for Ben-Hur president Henry H. Uihlein, Jr., the program had a "This is Your Life" type of format, under the title, "This Is Your Line."

Following the history, however, the meeting got down to brass tacks in a hurry, with Ben-Hur's Charles Pearson introducing the 1957 lines to the sales force. In three lines—Ben Hur Deluxe, Supreme and Duncan Hines—there are a total of 22 models. These include chest and upright freezers, combination refrigerator-freezers and built-in combinations.

Prices, compared with those in effect Oct. 1, are down approximately three to six percent, all across the board. In answer to a question about this, Ben-Hur president, Henry H. Uihlein, Jr., said, "We've spent a lot of money out in the factory to cut our costs. In 1956, our Ben-Hur chest line enjoyed a 34.5 percent increase. We're going to expand from there in 1957, and we're going all-out."

Ben-Hur's new built-ins will be available in copper, stainless steel and with a prime coat for painting to match any kitchen. The refrigerator section has a capacity of 8.5 cu. ft., while the freezer is 5.7 cu. ft.

Features of the Ben-Hur line generally include chrome baskets in the chest models, new styling in name plates and control centers, a new, exclusive handle, and easier-to-see warning lights. Doors on Ben-Hur upright models provide specialized storage, and interiors except built-ins, are all in Ben-Hur blue, with gold facings.

Chicago Showing

The Easy Laundry Appliance Co., division of the Murray Corp., now at 919 N. Michigan Ave., Chicago, for sales, advertising, and service, showed its 1957 line to midwestern distributors on November 11.

The four washers, the Regent ($359.95), the Riviera ($329.95), the Cavalier ($269.95), and the Holiday (no list), were shown the crowd by Parker H. Ericksen, vice president.

The washers will have these features, Erickson said: a plastic spiralator, power rinse, a whirlaway spin-dry at 660 rpm, sediment rejector, fluid power to handle off-balance loads, a fill-switch (which ends waste of hot water), a counter-balanced lid, flush-to-wall installation, porcelain enamel tub and top, and automatic overload protection.

These new officials will be in Chicago: B. C. Gould, president; Parker H. Ericksen, vice president; W. Homer Reeve, vice president; Tom W. Hardy, vice president; and Richard E. Weiss, advertising manager. James Muirhead heads service.

All Under One Roof

PRODUCTION LINE at new Lewyt Corp. plant in Long Island City is officially opened by Queens Borough president James A. Lundy, shown with the finished product. Company president Alex Lewyt looks on. Lewyt recently relocated its operations under one roof in the six-story, block-square building, bought for $2 million.

B-W Builder Package

In a move to supply builders with a complete "basement to roof" package of home equipment, household appliances, and building materials, Borg-Warner Corp., Chicago, recently announced the formation of an over-all builder sales division.

Through the new division, Borg-Warner continues its course in the home building field and satisfies the demand of those builders desiring purchase of as many products as possible from one supplier.

Borg-Warner produces many products for the building trade, including Norge refrigerators, freezers, automatic washers, clothes dryers and water heaters, York air conditioning systems, Ingersoll porcelain enamel sinks and bath tubs, vitreous china water closets and sun-resistant window screens, and Reflectal insulating materials and lightweight cement emulsions. Other home building products may be added to the line.

"Step Forward"

Sen. Hubert Humphrey (Dem.-Minn.) has hailed as "a significant step forward" last month's action by Whirlpool-Seeger Corp. when the company signed 12-months' franchise agreements with its distributors.

The agreements, covering more than 90 RCA-Whirlpool appliance models, is believed to be the first of its kind in the major appliance industry.

The new distributor pact, effective immediately and renewable annually, is subject to 90 days written notice in case of company cancellation, failure to renew, or withdrawal on the part of a distributor.

Franchise agreements previously could be cancelled on 30-day notice, which has prompted some distributor complaints in the past on abrupt terminations by manufacturers.

The new franchise, in the form of a letter to distributors from John L. Bricker, vice president of Whirlpool-Seeger, lists three conditions as major reasons for cancellation by the company: financial instability, refusal to follow merchandising policies, and inappropriate sales volume.

The distributor, in turn, may cancel the franchise when the company fails to maintain quality standards and competitive pricing.

Five New Lines

York Corp. (subsidiary of Borg-Warner Corp.) is featuring five 1957 air conditioning lines, "Snorkel," "Yorkaire," "Pathfinder," "Champion," and "Hi-Ef Twinline." The new lines were announced recently at a distributor showing in Miami Beach.

York plans to promote the new lines with a 40 percent hike in the 1957 advertising and sales promotion budget and a similar increase in the field selling force.

In addition to the new air conditioners, lines of oil-fired and gas-fired domestic furnaces, etc., were also presented.

Now Portable Coolers

FOR LOW COST COOLING CIRCULATING and FILTERING

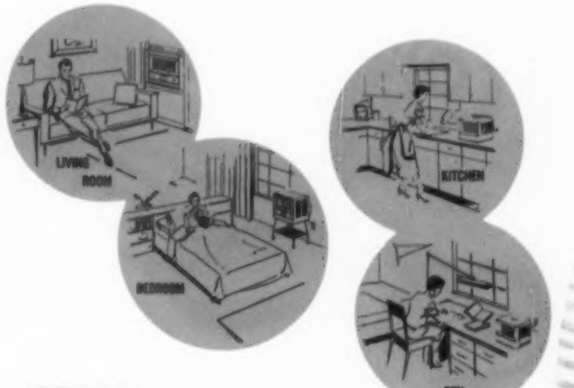
The NEW 1957 TravelAire PORTABLE COOLERS

A New Concept in Comfort Cooling

EFFICIENT: These handsome new TravelAire portables assure real relief from summer heat because they cool and filter the air *before* circulating it. CONVENIENT: Easily carried or rolled on their accessory stands *anywhere.* BEAUTIFUL: Smartly styled and richly finished to harmonize with any decor! ECONOMICAL: Attractively priced to bring you *volume sales!*

MODEL 760 This de luxe, easily carried *personalized* cooler has adjustable louvers and 2-speeds — *high* for torrid days and *low* for quiet cooling at night or when weather is mild.

MODEL 660 This attractive TravelAire portable with its modern styling and quality features offers *complete* cooling — yet costs no more than a good electric fan.



SPOT COOLERS If you're looking for fast-moving merchandise to boost summer sales TravelAire Models 660 and 760 should make you happy. They have *eye-appeal* that the ladies especially will appreciate; and when customers discover how compact these models are they'll want them for personalized cooling at home and on trips — wherever they need a cool breeze.

ROOM COOLER Here is the most versatile of all portables • The TravelAire Model 1260 cools, filters and circulates air — *cools an entire room!* It can be placed on a table, installed in a window* or rolled about the house on its accessory Roll-Easy Stand. Its multi-blade blower has 2-speeds — *high* for maximum cooling on hot days — or *low* for a quiet, gentle breeze at night or on moderately warm days. Movable louvers provide full-range air directional control.

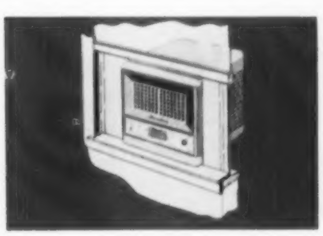
HI-BOY ROLL-EASY STAND Modern tubular metal frame and plastic wheels simplify moving TravelAire portable coolers from room to room. TWO sizes: No. HB-12 for Model 1260; HB-6 for Models 660 and 760.

FREE Colorful Sales Aids

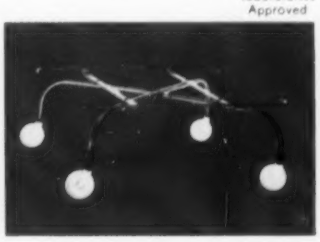
FREE sales aids include newspaper ad mats, colorful wall banners, window streamers, brochures, folders and counter displays — everything you need to make TravelAire the hottest, fastest-selling line of cooling equipment you have ever handled!

LISTED UNDER REEXAMINATION SERVICE UL UNDERWRITERS' LABORATORIES, INC.

Underwriters Laboratories Approved



***WINDOW KIT W-1260 simplifies installing the 1260 in a window. Includes grip flange and metal window filler panels.**



LO-BOY STAND provides off-the-floor portability for the 1260 TravelAire — rolls easily over rugs and thresholds.

See the TravelAire EXHIBIT HOUSEWARES SHOW MORRISON HOTEL CHICAGO January 17 to 24, 1957

Write Today for Details!

[illegible] PRODUCTS COMPANY

Eastern Sales Agent:

BITTAN-SHAFER SALES COMPANY

150 E. 35th Street, New York 16, N. Y.

Builders' Show

What is claimed to be the world's largest building products display, together with a highly-diversified convention program, is slated for the National Assn. of Home Builders annual convention and exposition in Chicago, Jan. 20-24.

Top builder spokesmen and government, business, and financial leaders will participate in numerous sessions devoted to solving the industry's money problems. Among these, of course, are the government's current "tight money" policy.

New product developments, including many appliance built-ins, will be among the attractions.

Scheduled Meetings

WINTER MARKETS
Merchandise & Furniture Marts
Chicago, Ill.—Jan. 7-18

NATIONAL APPLIANCE & RADIO TV DEALER ASSN.
Annual Convention
Conrad Hilton Hotel, Chicago
Jan. 13-15

NATIONAL HOUSEWARES MFRS. ASSN.
Navy Pier, Chicago—Jan. 17-24

INDEPENDENT HOUSEWARES EXHIBIT
Morrison Hotel
Chicago, Ill.—Jan. 17-24

NATIONAL ASSN. OF HOME BUILDERS
Conrad Hilton Hotel, Chicago
Jan. 20-24

WESTERN WINTER RADIO-TELEVISION & APPLIANCE MARKET
Western Merchandise Mart
San Francisco, Calif.—Feb. 4-8

HIGH FIDELITY SHOW
Ambassador Hotel
Los Angeles, Calif.—Feb. 6-9

EDISON ELECTRIC INSTITUTE
Dealer Coordination Committee
New Orleans, La.—Feb. 7-8

NEW ENGLAND HOME SHOW
Mechanics Building
Boston, Mass.—Feb. 14-19

HIGH FIDELITY SHOW
Hotel Whitcomb
San Francisco, Calif.—Feb. 15-18

NAT. ADEQUATE WIRING BUREAU
Wiring Conference
Sherman Hotel, Chicago
Feb. 21-22

AMER. SOC. OF HEATING & AIR CONDITIONING ENGINEERS
63rd Annual Meeting
Chicago, Ill.—Feb. 25-28

List of Exhibitors*

National Housewares Show

Aluminum Cooking Utensil Co., Inc., The 713-715-717-719
Aluminum Goods Mfg. Co. .156-158-160-162
American Gas Machine Co., Div. Queen Stove Works....1234-1236
Aristocrat Clock Co....686-688
Arvin Industries, Inc. 455-457-459-C445-C449-C-453
Atlas Tool & Mfg. Co....485-487

Babcock & Preuss....419
Berns Air King Corp....496-498
Bersted Mfg. Div., McGraw Electric Co. 186-188-190-192-194
Big Boy Mfg. Co., Inc....1038-1040-1042
Birmingham Stove & Range Co....832
Bissell Carpet Sweeper Co....658-660
Block & Co....309-311-313
Borg-Erickson Corp., The....245-247
Brearly Co., The....263-265-267
Bridgeport Brass Co....1019-1021-1023
Burgess Vibrocrafters, Inc....1004

Cal-Dak Co., The....936-938-940
Camfield Mfg. Co....423-425
Capitol Products Co., The....961
Casco Products Corp. .299-301-303-305-307
Chelsea Fan & Blower Co., Inc. .1229-1231
Chemex Corp....1109-1111
Chicago Electric Div., The Silex Co. 145-147-149
Chico Air Coolers Co....1178
Clark Co., J. R., The....796-798-800-802
Club Aluminum Products Co. 662-664-666-668
Comfort Lines, Inc....C724-728
Continental Scale Corp....225-227
Cory Corp....624-630-632-634

Davis Mfg. Co....865-867
Dazey Corp., The....203-205
Detecto Scales, Inc....810-812-814-816
Diehl Mfg. Co....1113
Dominion Electric Corp....238-240-242
Dormeyer Corp....291-293-295-297
Du-Wal, Inc....C916-C920

Eastern Metal Products Corp....1052-1054
Ekco Products Co....103-105-107-108-109-110-111-112-113-114-115
Electric Steam Radiator Corp....312-314
Emerson Electric Mfg. Co., The....942-944
Enterprise Aluminum Co....819-821-823
Everedy Co., The....860-862

Farber Inc., S. W....729-731-733
Fasco Industries, Inc....229-231
Finders Mfg. Co....C-261-C265
Foley Mfg. Co....721-723-725
Forman Family, Inc....C-644
Fresh-'nd-Aire Co., Div. of Cory Corp. 624-630-632-634

General Electric Co., Housewares & Radio Receiver Div. . .720-722-724-726-728-730-732-734
General Floorcraft, Inc....836-838
General Slicing Machine Co., Inc....828-830
Geuder, Paeschke & Frey....411-413-415
Gilbert Co., A. C., The....460-464-466

Hamilton Beach Co., Div. Scoville Mfg. Co....157-159-161
Hamilton Mfg. Corp. . .367-369-371-373-375
Hankscraft Co....756
Hanson Scale Co....189-191
Herold Products Co., Inc....C-377
Hoover Co., The....164-168
Hunter Div., Robbins & Myers, Inc....549

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* (ELECTRICAL MERCHANDISING has prepared these partial listings from information provided by the management of the Natl. Housewares Exhibit and has made every effort to include all names of interest to the appliance, electric housewares, radio and television industries, but takes no responsibility for errors or omissions.)

Record Attendance Expected for Navy Pier Show

"Island" booths have been added to accommodate 101 more exhibitors than last January at the 26th National Housewares Exhibit in Chicago January 17-24. These booths will be limited in display height to five feet, permitting unobstructed view and free traffic flow to all exhibits.

The show, to be held at Navy Pier and the adjacent Drill Hall, will be the biggest in the history of the National Housewares Manufacturers Assn. A record-breaking 727 exhibitors will occupy 350,000 square feet of floor space and show over 100,000 separate items.

The Drill Hall will house 122 of the exhibitors.

Closing time of the exhibits has been extended an extra hour to 6:00 P. M. each day. Free morning and evening rush-hour bus service will be provided by NHMA to carry exhibitors and buyers between the show and Loop hotels. There will also be bus service to hotels on the near northside.

On January 17, the results of the nationwide survey of the housewares industry traditionally conducted before the show will be announced. Some 10,000 housewares buyers and more than 700 manufacturers received questionnaires seeking information on industry prospects. Results of the survey will be made public at a morning press conference.

PROMOTION

How Dealers Tie-in . . .

. . . with a national promotion is illustrated by a preliminary study of White Christmas campaign; store displays and newspaper ads dominate dealer plans

How do appliance dealers tie-in with an industry-wide promotion?

United States Steel thinks it has a good answer to that question. During the late fall months it mailed 35,000 White Christmas promotion kits to distributors, utilities and dealers across the country. (The response to the offer of a free kit was so overwhelming that early in December, USS began notifying latecomers that its supply had been exhausted). Once dealers received the kit they were asked to fill in a return postcard indicating just how they planned to tie-in with this year's promotion.

Of the first 285 dealers replying, 256 are using store displays, 206 will use newspapers, 110 are using direct mail, 95 will use radio and 16 will use television advertising.

It will be some time this month before officials have a completely accurate idea of how successful the 1956 edition of "White Christmas" actually was. But the "sell-out" on the retail kits and the fact that as of December 1 over 1200 newspapers and about 1150 radio stations had planned local tie-in activities has convinced USS officials that the 1956 promotion was the most successful yet staged. Newspaper supplements had been sent to 1900 papers and radio ad kits (new this year) were originally mailed to 1200 stations.

AMBITIOUS DEALER TIE-IN with U. S. Steel's White Christmas promotion is this 12-page supplement run by San Francisco's Young Bros. in that city's Call-Bulletin. Ad appeared November 9.

The consumer advertising part of the story (from the USS point of view) is a matter of record. Thousand-line ads appeared in 500 newspapers (up from 260 last year) and radio spots were used on 54 stations. In addition, six network TV commercials appeared on 135 stations with an estimated audience per commercial of 25 million persons across the country.

Better Your Living Month

***ohi* designates next May as a focal promotional period; heavy consumer publicity and advertising will be coupled with dealer-level push**

The Operation Home Improvement campaign has designated May, 1957, as "National Better Your Living Month."

In announcing plans for the event, *ohi* executive director John R. Doscher said: "The idea is to get everyone to pull behind one gigantic nationwide saturation campaign for maximum impact on American homeowners. We've needed this for many years, and we can do it now based on the proved success of *ohi* in many, many hundreds of communities in 1956."

The promotion will feature:

(1) Proclamation of the month by Federal, state, and local officials.

(2) Extensive attention from national consumer magazines.

(3) Newspaper participation.

(4) Specially keyed advertising copy by *ohi* sponsors, as well as special promotion materials for dealers.

(5) A supplementary kit of advertising and display materials from *ohi* headquarters for the dealers, contractors, and lenders who purchase the basic 1957 *ohi* kit.

More than 80 manufacturers

and other organizations have become sponsors of the 1957 *ohi* campaign.

Doscher stressed, however, that there's still plenty of room on the list, especially from the parts of the industry that are not yet well represented. Appliance manufacturers have been notably sparse on the *ohi* list.

Doscher also revealed that the *ohi* staff is working directly with the sponsors to make sure their investment in the campaign is profitable. In 1956, he pointed out, any manufacturer could participate without regard to sponsorship, but this year only underwriting sponsors (at the national level) will be permitted to use the *ohi* seal.

Housepower

Edison Electric Institute sums up 1956 accomplishments, outlines plans for 1957; this year's goal is two million home wiring jobs

HOUSEPOWER has achieved an impressive degree of consumer recognition in 1956 and is aiming higher in 1957. T. O. McQuiston, chairman of Edison Electric Institute's commercial division, detailed the program's 1957 aims at a press conference in New York City last month.

He said that the wiring promotion committee hopes to build a wider consumer recognition of the term HOUSEPOWER, to increase the support and enthusiasm of trade allies, to integrate the program with other industry programs, to spur local selling action, and to increase the number of wired homes.

The institute plans a long-range "backbone" advertising push in addition to an intensive local selling program to be conducted in the spring and again in the fall. This two-season program is designed to convert consumer education into sales and rewired homes.

EEI's national advertising will be supplemented by a continuing advertising program by the National Adequate Wiring Bureau, electrical manufacturers, and other interested groups.

The spring promotion will use National Electrical Week (February 10-16) as a springboard. The basic objective is to support and draw leads to contractors, dealers, and utility sales personnel. National support will be provided by Arlene Francis' "Home" show on TV.

The fall promotion will begin about the first of September. Its purpose will be to generate leads for follow-up at the local level. National advertising and the "Home" show will be used again. A merchandising kit will be provided for each campaign planned by the institute.

Plans also call for more cooperation by groups such as the National Adequate Wiring Bureau, the National Electrical Contractors Assn., the National Assn. of Electrical Distributors, and Live Better Electrically.

HOUSEPOWER hopes to fill a goal of two million home wiring jobs in 1957.

Also announced at the press conference was the name of the grand prize winner in the national "How's Your HOUSEPOWER?" contest sponsored by EEI. Mrs. Mary Brown of Philadelphia won a check for $10,000.

Speakers at the press conference included James T. Coatsworth, commercial director of EEI; McQuiston; E. O. George, vice president of Detroit Edison Co.; Arthur Hooper and Robert Boian of Live Better Electrically; Betty Furness, star of Westinghouse's Studio One; and others.

Promotion Briefs

• **Mitchell Mfg. Co.** plans a $2.5-million advertising campaign for its 1957 line of room air conditioners. More than $1-million will go into "Operation Saturation," a local newspaper-TV-radio campaign concentrated in 110 major markets.

• **The American HOME** magazine offers a new booklet on kitchen-laundry planning. The booklet includes information from space planning to financing. Quantities can be purchased from the promotion department of the magazine, 300 Park Ave., New York 22, N. Y.

• **Frigidaire** is introducing its 1957 line of refrigerators, ranges, washers, and dryers with one of the most extensive advertising programs the company has ever scheduled. The campaign will use a large list of national magazines and newspapers in addition to dealer displays and mailing pieces.

• **Herold Products Co.** has launched a national consumer magazine campaign. The manufacturer of electric clocks and ladies' electric shavers claims that the message will reach every family in the country with approximately 125 million messages.

COLOR TV

The network schedules of color television for the month of January include the following programs:

JAN. 1, 11:45-1:45 EST, NBC—Tournament of Roses Parade
JAN. 1, 8:30-9 EST, NBC—Noah's Ark
JAN. 1, 10:30-11 EST, NBC—Break the $250,000 Bank
JAN. 2-4, 3-4, EST, NBC—NBC Matinee Theater
JAN. 2, 8-9 EST, CBS—Arthur Godfrey Show
JAN. 2, 9-10 EST, NBC—Kraft TV Theater
JAN. 3, 10-11 EST, NBC—Lux Video Theater
JAN. 4, 3:30-4 EST, CBS—Bob Crosby Show
JAN. 5, 8-9 EST, NBC—Perry Como Show
JAN. 6, 5:30-6 EST, CBS—Boing-Boing Show
JAN. 6, 9-10 EST, NBC—The Alcoa Hour
JAN. 7-11, 3-4 EST, NBC—NBC Matinee Theater
JAN. 7, 3:30-4 EST, CBS—Bob Crosby Show
JAN. 7, 9:30-10:30 EST, NBC—Robert Montgomery Presents
JAN. 8, 8:30-9 EST, NBC—Noah's Ark
JAN. 8, 10:30-11 EST, NBC—Break the $250,000 Bank
JAN. 9, 8-9 EST, CBS—Arthur Godfrey Show
JAN. 9, 9-10 EST, NBC—Kraft TV Theater
JAN. 10, 8:30-9:30 EST, CBS—Shower of Stars
JAN. 10, 10-11 EST, NBC—Lux Video Theater
JAN. 11, 3:30-4 EST, CBS—Bob Crosby Show
JAN. 12, 8-9 EST, NBC—Perry Como Show
JAN. 13, 2-4 EST, NBC—NBC-TV Opera Theater, "War and Peace"
JAN. 13, 5:30-6 EST, CBS—Boing-Boing Show
JAN. 13, 9-10 EST, NBC—The Chevy Show, Dinah Shore
JAN. 14-18, 3-4 EST, NBC—NBC Matinee Theater
JAN. 14, 3:30-4 EST, CBS—Bob Crosby Show
JAN. 14, 9:30-10:30 EST, NBC—Robert Montgomery Presents
JAN. 15, 3:30-4 EST, CBS—Bob Crosby Show
JAN. 15, 8:30-9 EST, NBC—Noah's Ark
JAN. 15, 9:30-10 EST, CBS—Red Skelton Show
JAN. 15, 10:30-11 EST, NBC—Break the $250,000 Bank
JAN. 16, 8-9 EST, CBS—Arthur Godfrey Show
JAN. 16, 9-10, EST, NBC—Kraft TV Theater
JAN. 17, 10-11 EST, NBC—Lux Video Theater
JAN. 18, 3:30-4 EST, CBS—Bob Crosby Show
JAN. 19, 8-9 EST, NBC—Perry Como Show
JAN. 19, 9-10 EST, NBC—Saturday Spectacular, "The Jerry Lewis Show"
JAN. 20, 5:30-6 EST, CBS—Boing-Boing Show
JAN. 20, 9-10 EST, NBC—The Alcoa Hour
JAN. 21-25, 3-4 EST, NBC—NBC Matinee Theater
JAN. 21, 3:30-4 EST, CBS—Bob Crosby Show
JAN. 21, 9:30-10:30 EST, NBC—Robert Montgomery Presents
JAN. 22, 3:30-4 EST, CBS—Bob Crosby Show
JAN. 22, 8:30-9 EST, NBC—Noah's Ark
JAN. 22, 9:30-10 EST, CBS—Red Skelton Show
JAN. 22, 10:30-11 EST, NBC—Break the $250,000 Bank
JAN. 23, 8-9 EST, CBS—Arthur Godfrey Show
JAN. 23, 9-10 EST, NBC—Kraft TV Theater
JAN. 24, 10-11 EST, NBC—Lux Video Theater
JAN. 25, 3:30-4 EST, CBS—Bob Crosby Show
JAN. 26, 8-9 EST, NBC—Perry Como Show
JAN. 27, 5:30-6 EST, CBS—Boing-Boing Show
JAN. 27, 9-10 EST, NBC—Goodyear TV Playhouse
JAN. 28-31, 3-4 EST, NBC—NBC Matinee Theater
JAN. 28, 3:30 -4 EST, CBS—Bob Crosby Show
JAN. 28, 9:30-10:30 EST, NBC—Robert Montgomery Presents
JAN. 29, 3:30-4 EST, CBS—Bob Crosby Show
JAN. 29, 8:30-9 EST, NBC—Noah's Ark
JAN. 29, 9:30-10 EST, CBS—Red Skelton Show
JAN. 29, 10:30-11 EST, NBC—Break the $250,000 Bank
JAN. 30, 8-9 EST, CBS—Arthur Godfrey Show
JAN. 30, 9-10 EST, NBC—Kraft TV Theater
JAN. 31, 10-11 EST, NBC—Lux Video Theater

Look to Plug Appliances

Magazine's spring appliance-gift drive to pivot on display kit featuring gladioli-bulb premiums and point-of-sale pieces. Target: 10,000 co-operating dealers

Ten thousand tied-in dealers is the target of *Look* Magazine's four-phase appliances-as-gifts promotion, scheduled for May and June. "If it's electric, they'll love it" is the theme of the activity, which will be built around packages of Dutch gladioli bulbs to be dealt by dealers as giveaways or self-liquidating traffic builders.

First stage of the drive will focus on Mother's Day, May 12. The next objectives, in order, will be the June bride market, June graduates, and appliances as "gifts for the family," the latter designed to knot loose ends and broaden the promotion's appeal to include nearly every electric housewares item and major appliance.

The display kit's central piece is a 40" x 26" poster on which the theme of the campaign is blazoned. This is intended to be used with two smaller side panels listing by categories all the products under promotion. These total 31, ranging from floor polishers to freezers. Additional kit materials include streamers, stand-up cards and newspaper mats.

"Live Better Electrically" is co-operating with the magazine in the promotion, and the LBE seal or signature will appear on all point-of-sale materials. *Look* plans pre-promotion mailings to some 40,000 retailers throughout the country.

Price of the display kit is $1.75 delivered. The glad bulbs, to be ordered separately from *Look*, are tagged at $7 per carton of 24 packages, each package containing 20 bulbs. Shipping charges are included. Kits and bulbs may be ordered from Robin Disston, Look Magazine, 488 Madison Ave., New York 22, N. Y.

Three-Pronged Attack

Live Better Electrically aims at successful National Electrical Week promotion through newspaper supplements, *Reader's Digest* ad, and closed-circuit TV

Live Better Electrically will undertake three major promotional events to launch National Electrical Week, according to Merrill E. Skinner, chairman of the National Electrical Week committee.

A newspaper supplement will be distributed to over 10,000 weekly and daily papers throughout the country. There will be a full-color ad in the February issue of *Readers' Digest*, which will be seen by over 35 million readers. Finally, there will be a closed-circuit telecast to some 35,000 local businessmen in 70 cities.

In the *Readers' Digest* ad, a 72-page consumer booklet will be offered to the general public. The booklet, "New Step by Step Ideas to Help You Live Better Electrically," offers suggestions on living better electrically. A complete dealer and utility kit will also be built around the ad.

The telecast will take place on January 30. It will be much like the closed-circuit event which took place last year to introduce the first National Electrical Week.

General Electric also is using its G-E Theater television show to launch a company-wide program of activities in support of National Electrical Week. The show's message will reach an estimated 33 million viewers on February 10, first night of National Electrical Week. The drive is designed to alert the nation to electricity's benefits.

Marketing Briefs

• **Sales of products** and services of the Radio Corp. of America and subsidiaries during the first nine months of 1956 amounted to $812,524,000, exceeding by 10 percent the previous record established in the first nine months of 1955.

• **Regional sales offices** of Whirlpool-Seeger Corp. for marketing RCA-Whirlpool home appliances, have been increased from five to eight as the first step in a sales organization expansion program.

• **Sales of Hoffman Electronics Corp.** for the nine months ended Sept. 30, 1956, were 17 percent higher than the same period last year. Profits for the nine months increased 15 percent over the 1955 period.

• **Sales of household** electrical appliances across Canada increased to an estimated $12,406,000 during August 1956, in contrast to $12,057,000 last August, and jumped to $97,915,000 in the first eight months of this year over the $91,160,000 a year earlier.

• **New orders** placed with the Westinghouse Electric Corp. during the third quarter set an all-time quarterly record, and sales of $409,717,000 were the highest registered in any third quarter.

• **Stromberg-Carlson** has prepared a new manual outlining the most important steps in conducting a profitable business. The company has prepared the manual as a guide to aid dealers in budgeting their available advertising and promotion funds to achieve the best results.

Power Tool Promotion

DAILY DEMONSTRATIONS draw crowds at Chicago Electric Assn.'s power tools exhibit. Seven lines of power tools will be on display all during the year-long promotion. No tools are sold, but all inquiries are directed to local dealers.

MARKETING

Volume and Stability

Wampler of Carrier feels that air conditioner sales are now predictable with a pattern emerging; foresees future at dedication of new engineering facilities

The industry is entering a period of large volume acceptance of air conditioners and their sale has become more predictable with a stable pattern beginning to emerge. Cloud Wampler, chairman of the board of Carrier Corp., voiced this opinion at the opening of a new engineering laboratory at Carrier headquarters in Syracuse last month.

Wampler traced ups and downs of the air conditioning industry during the last few years. But he contended that, in 1956, the industry began to move toward greater stability. He guessed that total sales for the year would be about 1.55 million units. He added that inventories are up slightly, but not dangerously, and that the number of brands has been cut to about half of those in existence a year or so ago. He admitted, however, that competition has not decreased.

Wampler also said that the industry has done a remarkable job of bringing its costs to the point where equipment can be priced within the means of large groups of people.

Double Volume. For Carrier, Wampler foresaw twice as many room air conditioners in 1957 than in 1956. "Within three to five years," he said, "we propose to be selling each year at least 200,000 room air conditioners."

For the industry, he predicted 1.6 million units next year and 2.75 million units a year by 1966.

Wampler added that about 175,000 central air conditioners have been sold for residential use this year. He predicted the sale of 250,000 central systems next year and 1.2 million in 1966.

The opening of the laboratory marked the completion of the first of three such facilities to be built at a cost of $4 million as part of Carrier expansion plans.

The new laboratory is for the development and testing of residential and room air conditioners, heat pumps, and commercial and industrial air conditioning units.

Better Selling . . .

. . . could step up appliance sales, according to Norge's Sayre and Bull; automatic clothes dryer seen as fastest-gaining home appliance

Better selling came in for some words recently from Judson S. Sayre, president of Norge division, Borg-Warner Corp., Chicago, and Harold P. Bull, vice president in charge of distribution for Norge.

Sayre contended that better selling this year can boom record total home appliance sales 20 percent to more than $5 billion.

But Sayre also warned that the art of personal selling has descended to "glorified order-taking and price cutting." He continued by saying that "the blame for the critical decline of selling skills and its low estate today may be laid right at the doors of business management itself beginning with the attitudes of big business and permeating down through the ranks to the smallest storekeeper."

"Economic progress is produced by those who create new wants—not by those who merely supply existing demand," he continued. "If this were not so, most of the products now accounting for the major growth of markets would never have been created."

Sales Increase. Sayre pointed out that total appliance sales increased from $3.5 billion in 1953 to $4.2 billion in 1955. But, he asked "how much better would this industry performance be if the selling were good?"

Bull, meanwhile, urged salesmen to consider store selling as a "wonderful human adventure, and not to use a sharp pencil as a crutch" to support lack of product knowledge.

Sayre also said recently that home appliance forecasters are moving up the time when the annual sale of the automatic clothes dryer passes that of the automatic washer. He says that current estimates place that time as early as September, 1958, instead of late in 1959.

He claimed "the dryer is the fastest-gaining home appliance."

New Kind of Store

PORTABLE STORE for "special events" merchandising was recently opened by Polk Bros., Chicago, Ill. Entirely supported by air and resting on water, the store is 108 feet long, 50 feet wide, and 30 feet high. This extra inflatable sales unit can be set up quickly anywhere and is used for sales of television sets, washers and dryers, refrigerators, freezers, air conditioners, ranges, a furniture unit, and other merchandise.

Tips for Salesmen . . .

. . . are given by Anderson of Westinghouse in a speech that lauds sales accomplishments, hits at achieving more and better selling in the appliance industry

John J. Anderson, manager of the Westinghouse major appliance division, gave salesmen a pat on the back recently in a speech before the Norfolk Electrical League. But, while stressing that salesmen are racking up nearly $200 billion in retail sales a year, Anderson admitted that many are selling price beyond merchandising specials. Over-production, poor engineering, and poor planning within the industry were blamed.

Stating that "the American people are hungry to be sold," Anderson outlined a seven-point program for dealers to use with their salesmen:

1) Use factory and distributor help and conduct training sessions in both product and technique.

2) Make selling worthwhile financially with a bonus for creativity. When the salesman begins to do well, don't change the method of compensation, thus cutting his income.

3) Have hooked-up floor demonstrators of all products, including 230-volt items.

4) Have reasonable employee purchase plans for salesmen. Surveys have shown salesmen who own the appliances sell four times as many as those who don't.

5) Dealers should use the displays they get from the factory both to attract attention to the product and to cue retail salesmen.

6) Keep floor samples clean. This backs up the salesman's quality and utility story.

7) Be sure salesmen are familar with national and local ads before they break, that the salesmen are trained in the advertised products and that the products are on the floor.

A Cool Market

Du Pont Co. researchers contend that there is a market for over a quarter million central air conditioning systems in metropolitan areas.

Reporting to the Air Conditioning & Refrigeration Institute recently, the company said a nationwide survey indicates at least 270,000 home owners in metropolitan areas alone are seriously and actively considering purchase of the permanent, centrally-installed type of equipment for cooling their homes. This figure would more than double the number of homes now equipped with central systems and would represent a retail market potential of at least a quarter of a billion dollars.

A Du Pont representative said the survey indicated an even larger market could be developed by more aggressive selling and educational programs.

NEMA for Interdependence

New emphasis is given concept of interdependence among members at NEMA's 30th annual convention. Appliance and housewares promotional plans revealed

A revitalization of NEMA's 12-year-old concept of interdependence among member companies emerged from that organization's 30th annual convention, staged recently at the Traymore Hotel in Atlantic City.

Speaking for the appliance industry, R. J. Sargent, chairman of the association's major appliance division and general manager of marketing and distribution, consumer products division, Westinghouse Electric Corp., told the assembled members that a concerted effort by each of their employees to become an "ambassador of electrical living" would provide a dynamic example of interdependence at work, resulting in an increasing demand for electricity and, in turn, for the products manufactured by every NEMA member.

In a run-down of the various sections' 1957 promotional programs, Sargent said that a strong builder and architect campaign has been mapped by the electric range section, while new promotional materials have been developed for refrigerators, freezers and water heaters. In addition, the electric fan section's hitherto successful "May Days Are Fan Days" drive to extend the fan selling season will be conducted again next year. A "round-the-calendar" campaign will be staged by the electric housewares section, with some 30 basic items to be promoted both as gifts and non-gifts on a month-to-month basis throughout the year.

S. J. Stephenson, manager of the Westinghouse portable appliance division, told a wire and cable section meeting that the industry's lifeblood is its never-ending stream of new products flowing from manufacturer to consumer. He used the electric frying pan, marketed two years ago and this year slated for volume of more than 3,000,000 units, as an illustration of the American market's receptiveness to new products.

Other convention speakers included Ralph J. Cordiner, president of General Electric Company, who reviewed the progress made by the electrical industry during the past decade; and J. W. Corey, president of the Reliance Electric & Engineering Co., who, as retiring president of NEMA, stressed the dynamic character of the industry, remarking that the myriad needs and wants of the millions it serves are prime movers in its continuous pioneering of new products and development of improved manufacturing techniques and better selling methods.

Elected to succeed Corey as president of the association was A. A. Berard, president of Ward Leonard Electric Co. Vice presidents for 1956-57 are B. C. Neece, president of Landers, Frary & Clark; N. J. MacDonald, president of The Thomas & Betts Co.; J. J. Mullen, Jr., president of Molony Electric Co.; W. V. O'Brien, vice president and general manager of the apparatus sales division, General Electric; and J. L. Singleton, vice president, Allis-Chalmers Manufacturing Co.

Among those named to the organization's Board of Governors were J. C. Sharp, president of Hotpoint Co.; D. J. O'Conor, Jr., president and general manager of Formica Corp.; W. R. Parsons, president of The Emerson Electric Manfacturing Co.; and C. J. Witting, vice president of Westinghouse Electric Corp.

In a separate election, chairmanship of NEMA's electric housewares section went to R. H. Williams, of the electronics-appliance division, Arvin Industries, Inc. J. P. McIlhenny, vice president in charge of sales, Waring Products Corp., Dynamics Corporation of America, was named vice chairman.

It was announced that the association's mid-winter meetings in Chicago will be discontinued, with emphasis to be shifted to broadening the scope and appeal of the annual conventions.

How Many Starts?

A 600-builder survey conducted by the National Association of Home Builders turned up an aggregate prediction of 110,000 fewer housing starts in the coming year. This would represent a 10 percent drop from the anticipated 1956 total of 1,100,000 new homes.

Conversely, Housing and Home Finance Administrator Albert M. Cole forsees no tailing off in the current level of starts until 1960. Cole expects the present industrial building and expansion boom to slacken next year, loosening tight residential mortgage money and resulting ultimately in what he terms "a housing boom the like of which has never been seen."

TV Bonanza . . .

. . . is sparked by new stations in Puerto Rico; present 130,000 sets seen increasing to 315,000 in five years, as per capita income and station penetration grow

Dealers in Puerto Rico expect to sell 250,000 television sets to local consumers during the next five years, an Economic Development Administration report reveals. Puerto Rican broadcasting is expanding as per capita income increases.

Including replacements, sets in use in Puerto Rico by 1961 should reach 315,000, roughly three for every four families.

Island-wide broadcasting started in March, 1954, with the inauguration of two stations within a few days of each other. Since then, a third station has been completed. Construction is also well-advanced on three other stations.

Wider Area. The expansion of broadcasting is expected to have a direct effect on sales with many areas in the central part of the island coming within the scope of the transmitters.

In two-and-a-half years of broadcasting, Puerto Rico has imported 130,000 sets valued at $7 million. With industrialization pushing up incomes and levels of education, dealers expect to increase this rate.

Sales are mainly to low- and middle-income families. The two groups, according to a recent survey, own 78 percent of the sets in the San Juan metropolitan area (which accounts for 50 percent of the TV market).

To widen the market, dealers are selling sets on long-term installments which call for $10 to $15 down. In addition, new lines are being introduced. One model becoming increasingly popular is the family portable which retails for $125 to $175 for 9- to 17-inch screens. Prices are higher than on the mainland because of transportation costs.

Service Market. A market for repair services and part replacements is beginning to develop. Latest census of manufacturers' figures shows that 227 service repair shops were operating in Puerto Rico in 1954. Since then the number has increased. Many urban shops have come under control of distributors who service customers directly. Independent shops, however, still cover an important part of this market through contracts with dealers.

The tubes and parts market is also growing. In 1954, $177,000 in tubes were imported. In 1955, the figure jumped to $316,000. A half-dozen tubes and parts manufacturers have established factories under the island's tax-free industrialization program and many dealers and repair shops are beginning to deal directly with local firms.

Rico Electronics, a Puerto Rican company which formerly specialized in TV electron guns, recently invested $200,000 in new machinery in order to produce picture tubes for the local market. Only 5,000 picture tubes were imported in 1955, but the company expects the market to climb to an annual rate of 20,000 units by 1960.

Dealers also expect color about 1960.

Color Warning

A warning that too much concentration on color TV can hurt over-all television sales was voiced at a dealer meeting recently by Joe Friedman, president of Trav-Ler Radio Corp.

"There is too much color talk—and not enough black-and-white action." Friedman warned. Guessing that it will be at least two years before an economical color set is on the market, Friedman said that the industry can dissipate its averages trying to sell color before the price is right.

A dealer's time, he argued, could be better used selling monochrome.

Sylvania TV Awards

GRACIE FIELDS beams as she is honored as the outstanding television actress of 1956. Don G. Mitchell, chairman and president of Sylvania Electric Products, Inc., presents the award for the star's performance in "The Old Lady Shows Her Medals." Other awards went to Jack Palance and Ed Wynn for their performances in "Requiem for a Heavyweight," which was named the year's most outstanding original teleplay. Awards were presented to 29 programs and personalities.

Vivid Merchandising

"RCA COMPATIBLE COLOR TO SEE" promotion in stores across the country is typified by this display at Heer's, Inc., Springfield, Mo. The promotion was conceived and placed for RCA Victor by W. L. Stensgaard & Associates, Inc., Chicago. Each store was furnished with proper fine art panels. Comments from dealers were favorable.

TV Levels Off

Survey reveals that listening hours are down and that people are waiting for better programming and the right price for color

Television viewing is no longer on the increase. It reached its plateau in 1956 and is now settling down to its 1954 level. These conclusions were reached in Videotown 9, Cunningham & Walsh, Inc.'s annual report on TV set usage and sales in New Brunswick, N. J.

The report reveals that the average person spends a little over 11 hours in front of his set during weekday evenings. Indications are that this level will continue until some major change occurs in programming. As TV families have become more mature, selective tendencies have become stronger.

The report also indicates that families who have had sets longer watch them more often.

Radio Regains. Radio listening appears to be steadily climbing back. The percentage of people listening on weekday evenings in TV homes dropped to five percent in 1951 (from 60 percent in pre-TV days), reached 10 percent in 1954 and now stands at 12 percent. The percentage of all people listening increased from 15 percent in 1952 to the present 23 percent.

Almost half of the families that own a television set have more than one radio (41 percent). Radios placed in bedrooms and kitchens probably help maintain the listening level.

In television, the second set market has not yet materialized, although the number of two-set homes has slowly increased to 8.7 percent. Interest in portable TV sets is very mild, less than a quarter of TV owners expressing interest.

Color Reactions. Reactions are mixed to color. About half of all TV owners said they would like to own a color set, provided the price was right and the screen measured 21 inches. They said they would be willing to pay $363.

The first four years of Videotown covered the era of TV's amazingly rapid growth. The last five years have marked TV's permanent entrenchment as an accepted part of the average person's life.

Of the 30 hours per week available to the average adult (Monday through Friday), the heads of families in 1956 devoted 13 hours to television. The course of future programming, the survey indicates, will be the prime factor in maintaining or expanding this lion's share of leisure time.

17-Inch Rush

Britain prefers 17-inch television sets, McGraw-Hill World News reports. In fact, the demand for several models has exceeded production.

Output of 17-inch tubes accounts for about 55 percent of output for British television receivers. The heavy demand for one size has also caused assembly difficulties.

The British public, on the other hand, is not buying other sizes in the volume expected.

Bright Future

The television receiver industry is going through a period of transition and readjustment which will probably remain until the replacement market starts to take hold, according to Dr. W. R. G. Baker, president of the Radio-Electronics-Television Mfrs. Assn. But he sees a bright future ahead for all facets of the television industry.

In a report delivered for him by Arthur V. Loughran, president of the Institute of Radio Engineers, before the radio fall meeting of IRE and RETMA, Baker stated:

—About 10 million television sets will be sold annually in 1960.

—Industrial closed-circuit television sales of about $6 million will grow to about $24 million by 1960.

—Trans-oceanic television broadcasts are "only a matter of time" through rapid development of scatter transmission techniques.

—The foreign market potential for sales of TV equipment continues to increase.

—Transistorized true portable television sets are expected to be on the market within two years.

New Literature

Westclox Div. of General Time Corp. offers a reorganized material and repair catalogue free to clock and watch repair men. The new catalogue can be obtained by writing to Service Dept., Westclox, LaSalle, Ill.

Toolkraft Corp's entire line of Darra-James motorized and standard power tools for home workshop and light industry is contained in a new 36-page catalogue. The free booklet can be obtained from Toolkraft Corp., Plainfield St., Springfield, Mass.

Holidays Guide

The Chamber of Commerce of the U. S. is offering a 48-page booklet listing over 300 business promotion events, legal holidays and religious observances for businessmen's purposes.

These booklets can be obtained for 50¢ per copy from the Domestic Distribution Dept., Chamber of Commerce of the U. S., 1615 H Street, N. W., Washington 6, D. C.

New EM Editor

WILLIAM C. McGUIRE, 34, new associate editor for Electrical Merchandising, comes to this magazine after five years with New England Appliance and Television News and New England Electrical News. McGuire is a graduate of Grinnell College in Iowa ('51, B.A.). During World War II, he served in the Middle East with the American Field Service in 1942 and 1943 and then with the U. S. Army in the K-9 and Transportation Corps. McGuire is married and has three young sons. He is a native of Scituate, Mass.

Leo Fox, 54

Leo King Fox, 54, staff secretary for the several electric appliance sections of the National Electrical Mfrs. Assn., passed on at his home in New York City Nov. 27.

Fox acted as a trade association executive with NEMA from 1947 until the time of his death. He was also a captain in the U. S. Naval Reserve.

New Ad Exec

HARRY J. DEINES rejoined Fuller & Smith & Ross last month as vice president in charge of all phases of the Westinghouse industrial divisions served by the agency. Over 25 years in the electrical and appliance fields, Deines has served as advertising manager of General Electric's radio-television-electronic division and general advertising manager of Westinghouse. He has worked previously for Fuller & Smith & Ross on the Westinghouse account.

NEW POSITIONS

CECIL E. PARSON

American Kitchens Div., Avco Mfg. Corp.—Cecil E. Parson, has been named advertising and sales promotion manager. Parson was previously with Chambers Ranges.

Republic Steel Kitchens—Dean D. Voskuil has been named as a district sales representative with headquarters in Kansas City.

ROBERT L. BRINTNALL

Whirlpool-Seeger Corp.—Robert L. Brintnall has been appointed to the new position of product manager of the kitchen division. Named to regional sales manager posts are Joseph E. Conroy, Boston; Harper R. Dowell, New York; Austin Schullstrom, Atlanta; Bernard Collins, Dallas; Robert Lewis, Cleveland; John Fellman, Chicago; Riley N. Stone, Kansas City; Peter Prussing, Hollywood, Cal.

C. O. GREEK

Hoover Co.—C. O. Greek has been named manager of the company's special products division.

Florence Stove Co.—R. J. Nevins has been appointed eastern district manager with a sales area comprised of Delaware, Maryland, New Jersey, New York, Pennsylvania, Virginia and West Virginia.

HAL DIETZ

Emerson Radio and Phonograph Corp.—Hal Dietz has been named vice president in charge of sales and marketing. An additional executive appointment is that of Edward Kantrowitz named to the post of director of advertising and sales promotion.

FRANK J. GLEASON

Copeland Refrigeration Corp.—Frank J. Gleason has been named president of the corporation to succeed the recently resigned Harry E. Thompson.

Quicfrez, Inc.—Paul Denslow is the newly appointed general sales manager for the company.

FRANCIS J. DAVIS

Proctor Electric Co.—Francis J. Davis has been appointed sales manager of the consumer products division.

E. B. THOMPSON

Fasco Industries, Inc.—E. B. Thompson has been appointed sales manager of the company's appliance division.

Letters To The Editor: The Service Problem

To the Editor:

In my capacity as Chairman of Service Clinics and Education Committee of the Appliance Parts Jobbers Association, it becomes my very pleasant duty to acknowledge your very fine contribution to the service sections of the electrical appliance industry—specifically the October issue of ELECTRICAL MERCHANDISING.

Here, at long last, is the frank and open admission of the conditions with which many of us have been struggling for the past several years. We have read every article in this October issue of your publication and congratulate you especially on your wisdom in bringing out both sides of the controversy over methods of achieving the one prime objective—better service to the ultimate consumer of automatic appliances.

Your editorial, too, is very fine and authentic with the possible exception of your statement that the "facilities and men necessary to keep these millions of products in working condition remain—with the exception of television—at prewar standard".

We should hate to think that the thousands of man hours devoted to service education, through clinics, meetings, study and work in public schools, the writing and printing of study courses, etc., has accomplished nothing. While we do not wish to bore you with the details of our extensive and long-range efforts to up-grade service in this field and to gain a greater share of the potential manpower and brainpower from the graduating classes of our high schools and colleges, we could, if you care to pursue this subject further, furnish you with a great deal of documentary and pictorial proof both as to scope and acceptance of our programs.

We do heartily agree with you that all the combined efforts to keep service training abreast of the need has proven woefully inadequate and that your closing suggestion of a united and coordinated effort among all interested groups, offers the most promising solution to what you so aptly term the industry's "Major Headache".

Ray Jones, Chairman,
Service Clinics & Education,
Appliance Parts Jobbers Assn.,
Cincinnati, Ohio

50th Anniversary

A BRONZE PLAQUE commemorating his fifty years in radio, television, and electronics is given to Brig. Gen. David Sarnoff, chairman of the board of the Radio Corp. of America, by Joseph A. DeMambro, president of the National Electronic Distributors Assn. NEDA gave Sarnoff the plaque to express appreciation for his contributions to the industry.

DISTRIBUTOR NEWS

• **Amana Refrigeration, Inc.,** has announced the establishment of a factory branch in Chicago, and the appointment of Thomas J. Fitzgerald as manager. The new factory branch, Amana's first, will be located temporarily in the company's Merchandise Mart office and will serve dealers in eight Illinois and one Indiana counties.

• **Emerson Radio of Ohio,** Cleveland, has opened a branch office in Pittsburgh, Pa., to be known as Emerson Pittsburgh. Michael Gisser has been named sales manager of the new branch.

• **Sylvania Electric Products, Inc.,** has announced the opening of two new distribution centers in California. The first of these, located in Los Angeles, will service southern California and nearby western states, the second in Burlingame, will perform a like function for the northern portion of the state and adjacent areas. The Burlingame center will also house the firm's western regional executive and sales offices which administer sales activities throughout an eight state surrounding area.

NORGE VIKING Dealer of the Year, Roy Gray, of Gray Bros., Canton, N. Y., receives the presentation in Canton from W. H. Baldwin, of B. H. Spinney Co., Inc., Norge's Syracuse, N. Y., distributor. Gray has been a Norge dealer for 25 years.

• **Chrysler-Airtemp** has announced plans for the opening of factory owned distributorships in New York City, Kansas City, and Houston. Both the Kansas City and Houston operations will begin in November, with R. E. Davis and R. T. Marshall heading the respective branches. F. J. Laughna has been named manager of the New York operation scheduled to begin operation in January.

• **RCA Victor Distributing Corporation** recently opened its new $1,400,000 distribution center in Los Angeles, Cal. The new distribution center, situated on seven-and-a-half acres, contains 3,500,000 cubic feet of storage space, and accommodates offices, three large display rooms and a warehouse. Anticipating further sales gains in the distribution area the company has taken an option on additional acreage, and can expand present facilities to gain 20,000 feet of floor space if required. Speaking at opening ceremonies, Frank M. Folsom, president of RCA cited the tremendous importance of the California area in terms of future sales.

• **Prudential Distributors, Inc.,** Spokane, Wash., have announced plans for the building of a new headquarters to provide 40,000 feet of storage, office and display facilities. Dave S. Cohn, president of the distributing firm, placed the probable cost of the new building at $200,000.

PERSONNEL APPOINTMENTS

Air Conditioning Wholesalers, Inc., Boston, Mass.—Howard E. Davis, Jr., (vice president and general manager).

C & M Industries, Inc., New York, N. Y.—Edwin B. Hinck (vice president).

Stuart F. Louchheim Co., Philadelphia, Pa.—Frank Louchheim, (sales manager and vice president, Zenith, York).

Olympic Television of Northern California, San Francisco—Ed Davis (sales manager).

Peninsular Distributing Co., Detroit, Mich.—J. V. Darby, (vice president-sales).

Philco Distributors, Inc., Chicago, Ill.—Carl Krumrei, (general manager).

Tri-State Electric Mfg. Co., Lima, Ohio—Franklin P. Cole, (field sales manager, Alabama, Florida, Georgia).

Distributors Named

Admiral Corp.—Neil Distributors, Inc., Spokane, Wash.; Swanton Co. Inc., Portland, Maine; Independent Distributors, Inc., Grand Rapids, Michigan; Lone Star Wholesalers, Inc., Dallas, Texas.

Amana Refrigeration, Inc.—Ahrens Wholesale Appliance Co., Little Rock, Ark.

Chrysler Corp.—Harry Alter Co. Inc., Chicago, Illinois; St. Petersburg Fuel Oil & Heating Co., St. Petersburg, Fla.

DuMont Labs, Inc.,—O'Donnell Distributors Co., Syracuse, N. Y.; Fridley Brothers, Inc., St. Louis, Mo.; Standard Appliances, Inc., Chattanooga, Tennessee; Hills Gas and Appliance Co., Rapid City, South Dakota.

Fedders-Quigan Corp.—Hart-Greer, Inc., Birmingham, Ala.; Joe L. Pleasants, Inc., Charlotte, N. C.; Copeland & Co., Knoxville, Tenn.

Gibson Refrigerator Co.—Yonts Radio & Appliance Co. Inc., Dayton, Ohio.

Hoffman Electronics Corp.—L/H Appl. Wholesalers, Pittsburgh, Pa.; Electric Sales and Appl., Inc., Miami, Fla.; Silkworth Distributing Co., Flint, Mich.

Magic Chef, Inc.—Tryman Distributing Co., Milwaukee, Wis.; Forster Distributing Co., Minneapolis, Minn.

Norge—Nelson and Small, Inc., Portland, Me.; Davis Distributors, Honolulu, Hawaii; Thoben Elrod Co., Atlanta, Ga.

Olympic Radio and TV—Sexton Distributing Co., Knoxville, Tenn.; Bond-Rider-Jackson, Charleston, W. Va.; Mitchell-Powers Hardware Co., Bristol, Va.

Republic Steel Kitchens—Scott Brown Const. Specialties, Inc., Phoenix, Ariz.

Steelman Phonograph & Radio Co.—Philadelphia Distributors, Phila., Pa.

Toro Manufacturing Corp.—Toro & Turf Supply Co., Atlanta, Ga.; Gustine Sales & Service Co., Shreveport, La.

York Corp.—Benington Bros., Inc., Toledo, Ohio.

Kelvinator Shows in N. Y.

PAUL JUAN, left, Greenwich, Conn., dealer discusses his future in the kitchen business with Keith Saunders, center, zone manager, Kelvinator Sales Corp., and salesman Don Eurove, at recent distributor meeting in New York City's Essex House, N. Y.

INDEX TO ADVERTISERS

The Year 'Round Market Place

JANUARY, 1957

This index is published as a service. Every care is taken to make it accurate, but ELECTRICAL MERCHANDISING assumes no responsibility for errors or omissions.

"Opportunities Unlimited"

***Life* Magazine film paints a rosy picture of growth opportunities awaiting the electrical industry, stresses expanding markets and increased productivity**

The story of what has been happening to the American market in recent years, as well as its potential for the future, is the subject of *Life* Magazine's new color motion picture, "Opportunities Unlimited." The film is 18 minutes in length, over half in cartoon animation and the remainder in live photography.

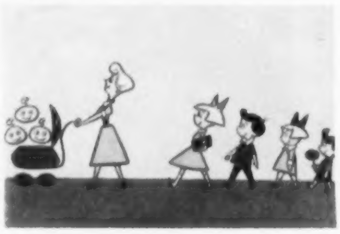
It focuses on many areas of business and, in particular, cites the giant-size opportunity awaiting the electrical industry. It points out that four out of every five American homes are inadequately wired and therefore cannot accommodate today's electrical developments.

To the manufacturers and distributors of electrical appliances, producers of raw copper, steel, and insulation, this represents an $8 billion opportunity. Public utilities, which must meet the resulting upsurge in demand for power, will share in this wealth. The increase in TV and electrical appliance sales in recent years already indicates the favorable trend.

Stressed in the film is the challenge which expanding markets and increased productivity present. If America's standard of living is to be maintained, the goods resulting from this vast productive capacity must be sold. Thus marketing becomes the key to continuing prosperity.

"Opportunities Unlimited" will be shown to businessmen throughout the country by regional sales offices of *Life* Magazine.

SCENES from **Life** Magazine's film, "Opportunities Unlimited," show that...

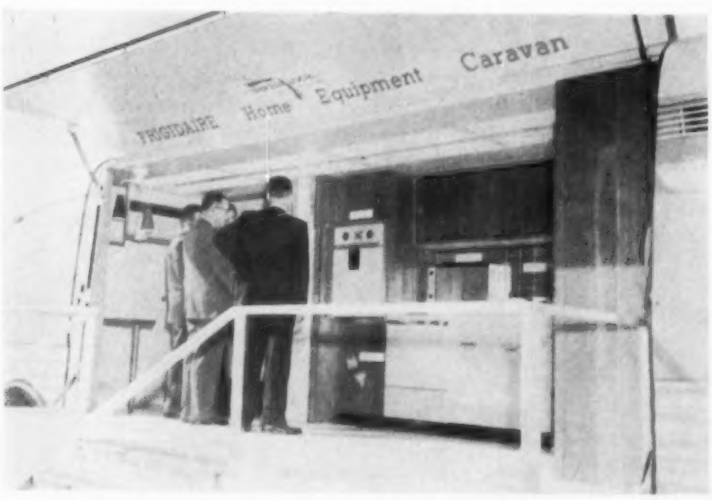


. . . the birth rate is soaring . . .

. . . the consumer has more spending power . . .

. . . and the luxury market has been captured by the middle income buyer.

Merchandising in Motion



MOBILE DREAM KITCHEN assembled by Frigidaire dramatizes the company's 1957 Sheer Look in kitchen appliances. Here Frigidaire distributors inspect the 30-foot showmobile, which will visit locales across the country for sales to builders and dealer franchising.

All-Year Sales

Home building and modernization can make central air conditioning a substantial year-round business, according to E. W. Lyon, director of air conditioner sales for Amana Refrigeration, Inc. Lyon has just completed a survey of market potential for residential central-system air conditioning.

A more balanced year-round business than heretofore is possible, Lyon said, because there is significant new home building and modernization in what are considered the "off months"— the last and first quarters of the year. He stressed that approximately half of central units are being installed in new homes and half in existing homes being modernized.

Although housing starts are higher in the south during winter months, Lyon points out "that even in the northeast and north central states during the same period in 1955 there were 55,000 new housing starts."

"Although it may have seemed easier to sell central air conditioning in the months immediately preceding the warm weather, building patterns indicate that there is a large, unrealized potential for central air conditioner sales in the last and the first quarters of the year," he insisted. "Dealers, builders, distributors, and manufacturers must do a more aggressive job of merchandising central air conditioners in these months."

Trade-In Guide

The 1957 Home Appliance Blue Book, with trade-in values on all major white goods, is off the press.

Trade-in values on refrigerators, freezers, electric and gas ranges, washers and dryers of almost every brand and model ever produced are included.

The National Appliance & Radio-TV Dealers Assn. and many local appliance dealer groups recommend use of the Blue Books.

Single copies can be purchased at $7.50 each. Manufacturers, distributors, and utilities may contact the National Appliance Trade-In Guide Co., 2105 Sherman Ave., Madison, Wisc., for quantity prices and distribution plans.

All-Year Buying

Westinghouse Electric Corp. is trying to encourage non-seasonal buying in air conditioners.

The company has announced that it will buy back from dealers on July 15 a number of air conditioners equal to the number each dealer had purchased from January to May.

The purpose of the program is to steady the production of units before the arrival of warm weather.

MERCHANDISING

SUPPLEMENT

PRODUCTS - SERVICES

FOR MORE SALES — MORE PROFITS

RATES:

$23.10 per inch. Contract rates on request. An advertising inch is measured 7/8" vertically on one column. There are 4 columns—48 inches to a page.

New Advertisements received by January 12th will appear in the February Issue.

EMPLOYMENT OPPORTUNITIES

UNDISPLAYED RATE

$2.10 per line, minimum 3 lines. Position Wanted ads in this style, 1½ the above rate. To figure advance payment count 5 average words to a line.

DISPLAYED RATE

The advertising rate is $20.75 per inch for all advertising appearing on other than contract basis. Contract rates quoted on request.

New advertisements received by January 12 will appear in the February issue.

REPLIES (Box No.): Address to office nearest you c/o This publication Classified Adv. Div.
NEW YORK: P. O. Box 12 (36)
CHICAGO: 520 N. Michigan Ave. (11)
SAN FRANCISCO: 68 Post St. (4)

SELLING OPPORTUNITY WANTED

BUSINESS OPPORTUNITIES

EDITORIAL

Profitles s Prosperity

LAURENCE WRAY
Editor

ONCE AGAIN, the appliance-radio-TV industries demonstrated the enormous public acceptance for their products and, despite a variety of assertions in the press that the business was "soft", the year ended with the largest volume of business on record.

Total appliance-radio-TV volume amounted to $8,378,170,500, compared to the 1955 figure of $8,256,222,700. Only the automotive and the home building industries outranked the appliance-radio-TV business in the consumer durable goods field. It is hard to realize that only a short 15 years ago, in 1941, the last pre-war year, total business in these combined industries only amounted to $1,480,000,000. Current business, therefore, is more than five times the pre-war level.

It is interesting to note that four segments of our industries provided the greatest dollar volume business. The largest, of course, was the radio-TV business which sold 16,400,000 units (excepting car radio, phonographs, record players and records) for a total dollar volume of $1,660,000,000. Practically tied for second place were the combined refrigerator and freezer business (except air conditioning) and the home laundry business. In the refrigerator and freezer business, 4,675,000 units were sold for a total dollar volume of $1,580,000,000. Home laundry business sold a total of 6,430,000 units for a dollar volume of $1,525,000,000.

The fourth member of the industry's big four was the electric housewares business which accounted for about $1,200,000,000 in sales.

Glancing over some of the figures (reprinted in full elsewhere in this issue) we note that room air conditioners hit the big time with 1,765,000 units sold or a 39 percent increase over the previous year; vacuum cleaners hit a new high with 3,800,000 units sold; dishwasher had record sales of 400,000 units, up 36 percent; dryers hit 1,660,000 for a 19 percent gain; electric ranges reached the 1,585,000 mark, about equalling the previous year's business and washers continued their climb to 4,710,000 units, up 7 percent from the previous year.

THE only major appliance which failed to equal the previous year's figures were home freezers, off 11.4 percent with 975,000 sold; ironers which skidded to a mere 60,000 units, off 31 percent; refrigerators, off 12 percent for a 3,700,000 total; and standard electric ranges, off 14 percent for a 1,200,000 unit total. Built-in ranges, on the other hand, while only selling 385,000, were up 92.5 percent over the previous year. Most of the electric housewares categories showed increases with the exception of broilers, some types of fans, deep fat fryers, hotplates, automatic dry irons (steam irons were up) standard mixers (portables were up) and waffle irons.

The public apetite for our products had a secure basis, of course, in the fundamental marketing picture; the rising population curve, high level of employment, the redistribution of income to the expanding "middle class", high savings and the access to fairly liberal installment credit. Add to these factors the huge and continuing level of home building and it is evident that the foundation for our business is relatively secure.

But while we may congratulate ourselves on a continuing and exploding market for our goods, it might be well to recognize that we are doing business at less and less profit. It is indeed ironic that at the peak of boom conditions in this vitally important consumer durable goods industry, more failures are being recorded, more people are quitting the business and those remaining are eking out a mere subsistence. A number of important manufacturers either folded completely, merged with stronger units or were contemplating similar moves. The impact of these producer problems was reflected directly at the distributor level. At the same time, enormous production capacity has forced the rise of new retailing mediums, especially the mushrooming discount operators and brought about a competitive price situation which threatens the business livelihood of many traditional retailers.

NOTABLE trends during the past year which might be expected to continue in the year ahead were the spreading of discount operations, already mentioned; the decline in importance of state fair trade laws; the continuing drift toward centralized service; the rise of retail buying groups to combat the financial advantage of mass retailers; and a disturbing, if not alarming, prospect of governmental investigation and regulation of the appliance-radio-TV industry.

Thoughtful retailers might well conclude that if they are in this business to make a reasonable profit, that more emphasis should be placed on items with a relatively low saturation—air conditioners, dishwashers, dryers, combination washer-dryers, built-ins, complete kitchens, color TV and even colored appliances. Here the elements of competition are less evident. It is fine to pat ourselves on the back for breaking sales records year after year, but if this continues to be a profitless business, the handwriting on the wall spells disaster for the distributing trades.